BROADCASTING

Broadcast Advertising

Vol. 12 • No. 4

WASHINGTON, D. C.
FEBRUARY 15, 1937

Foreign
$4.00 the Year

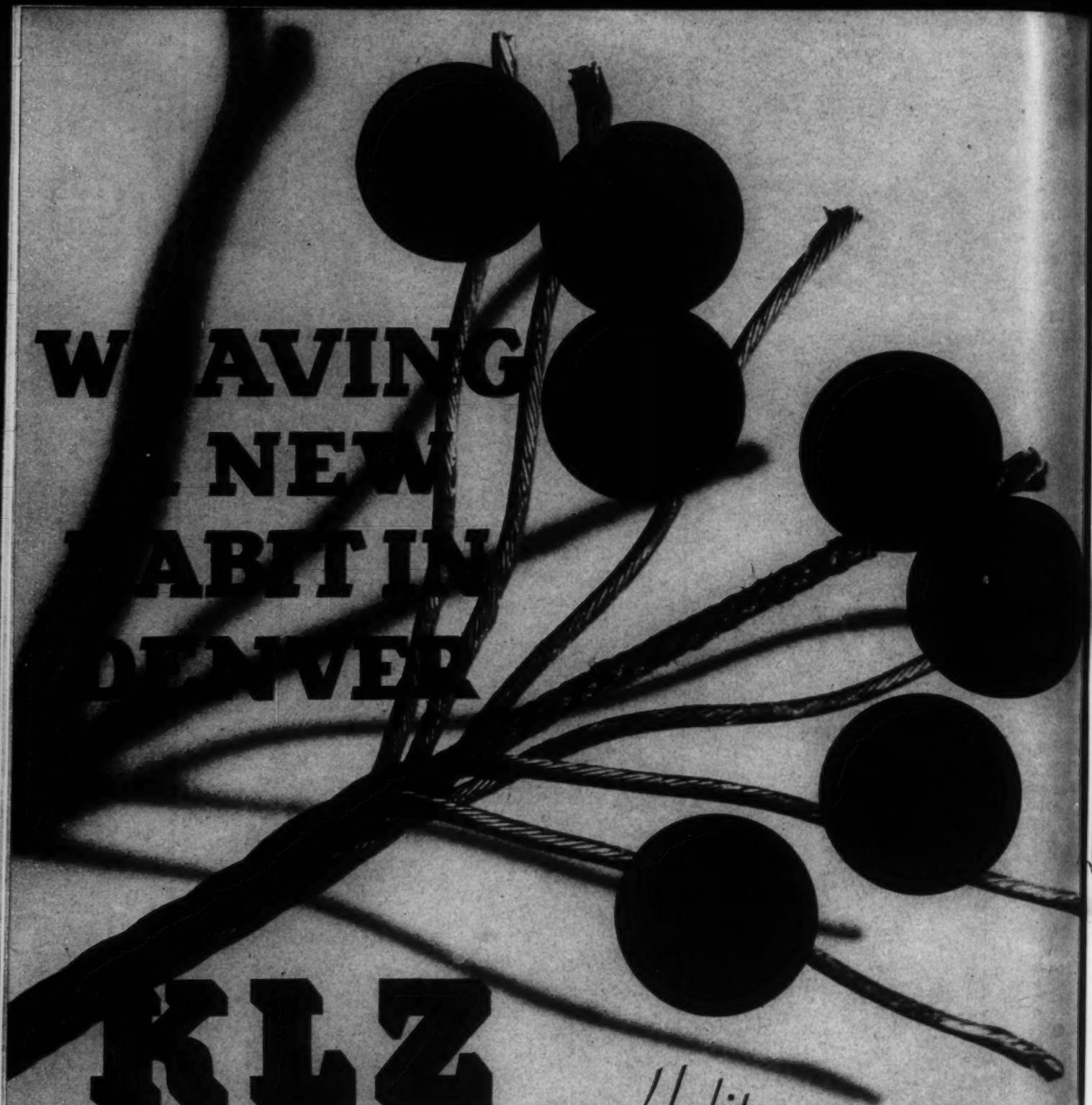
$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
FEB 15 1937

POWERED FOR THE JOB

WHO-Des Moines-50,000 watts



KLZ

DENVER

"Pioneer Radio Station of the West"

CBS AFFILIATE
560 KILOCYCLES

Affiliated in Management with WKY - Oklahoma City and the Oklahoma Publishing Co.

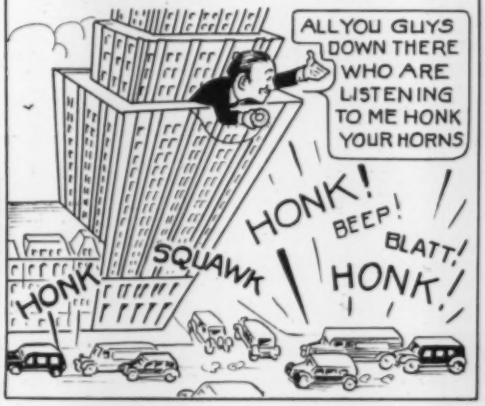
Habit is a cable; we weave a thread of it every day, and at last we cannot break it.

—Horace Mann.

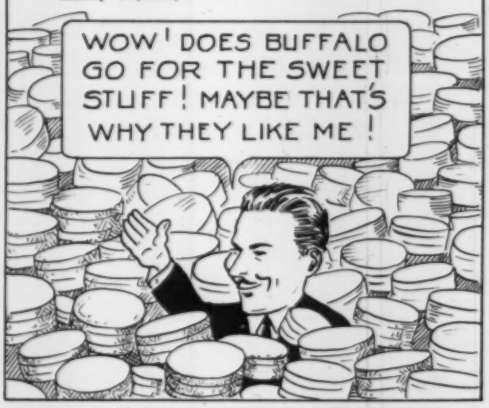
BBC BLACKOUTS— *Buehlman Cuts a Birthday Cake!*

1. February 15th, 1932, Clinton Buehlman sentences himself to a life of early rising when he applies for the job of time-keeper on the WGR "Musical Clock".

2. Buehlman's early morning brand of insanity is infectious. He invites motorists listening on auto radios to signal him and it sounds like a welcome to the Queen Mary.



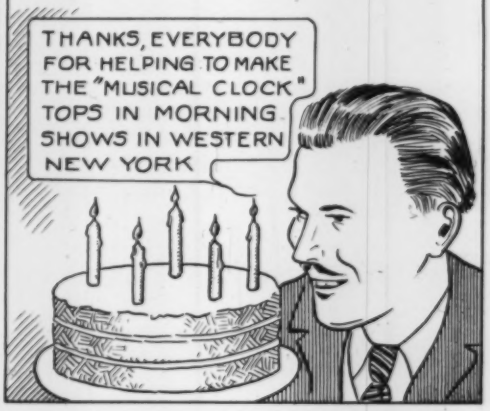
3. Hall bakers worked overtime when Buehlman stressed a cake special for a week. More than 20,000 listeners took his advice and ordered. (Previous record through other media was approximately 10,000.)



4. Buehlman (even as you and I) was twelve minutes late on the morning that Buffalo was buried three feet deep in snow. Anxious listeners swamped the switchboard.

5. The WGR "Musical Clock" timekeeper asked listeners if it was worth his while to continue getting up to entertain them. We stopped counting after the first 5,000 letters.

6. February 15th, 1937, marks five phenomenally successful years for the WGR "Musical Clock"—one of the many tested BBC features.



Usually there is a waiting list for Clinton Buehlman's "Musical Clock" through WGR from 7:00 A. M. until 9:00 A. M. . . . occasionally there is an opening when a seasonal advertiser relinquishes his participation . . . but, like many other established, tested features on BBC stations, the "Musical Clock" forms listening habits that are of the utmost importance in the planning of any campaign. The advertiser who selects BBC stations will find himself in uniformly successful company. Let us tell you about these tested features.

WGR *. . . The ends of the dial . . .* WKBW

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION

REPRESENTED BY FREE & PETERS, INC.

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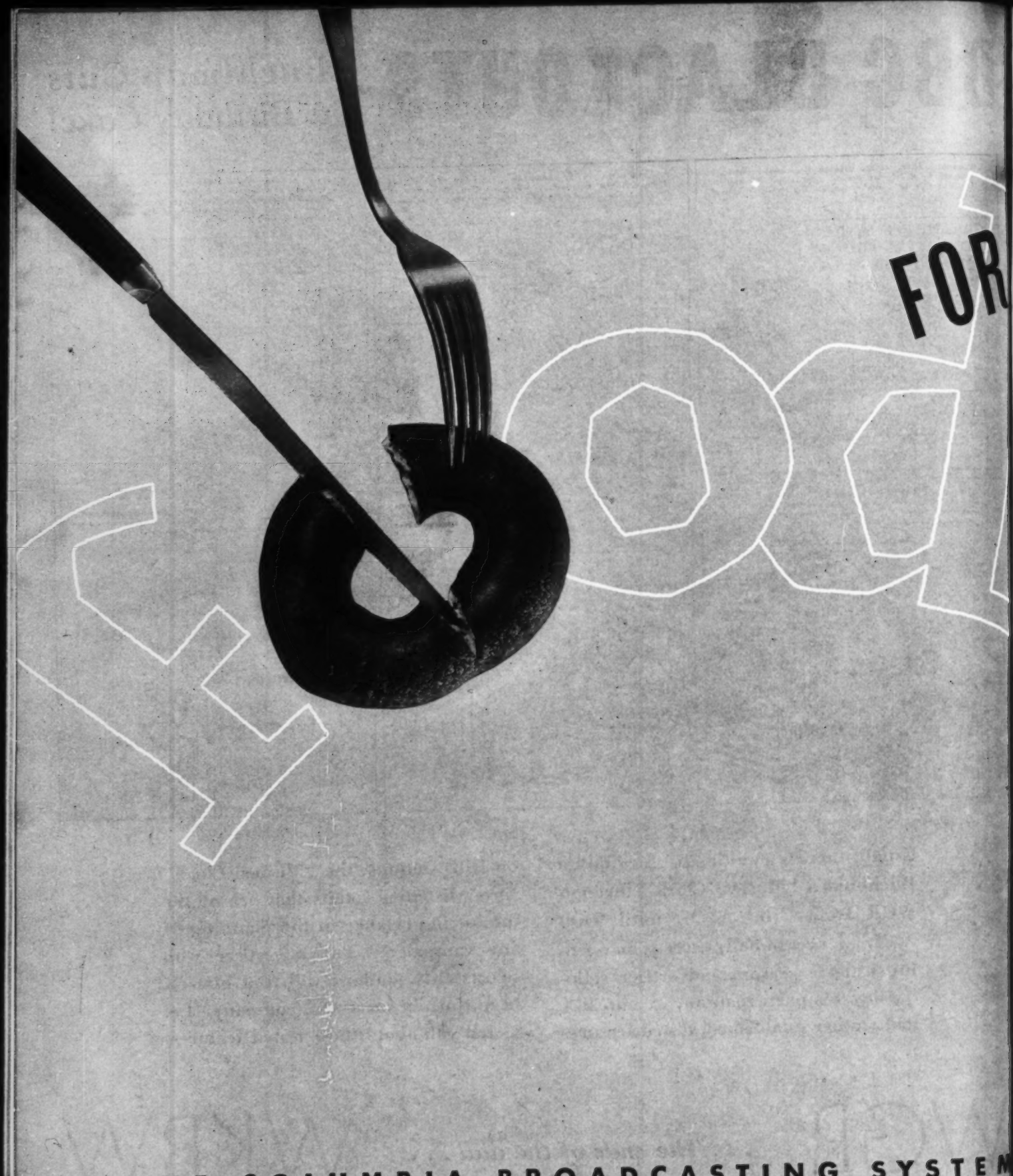
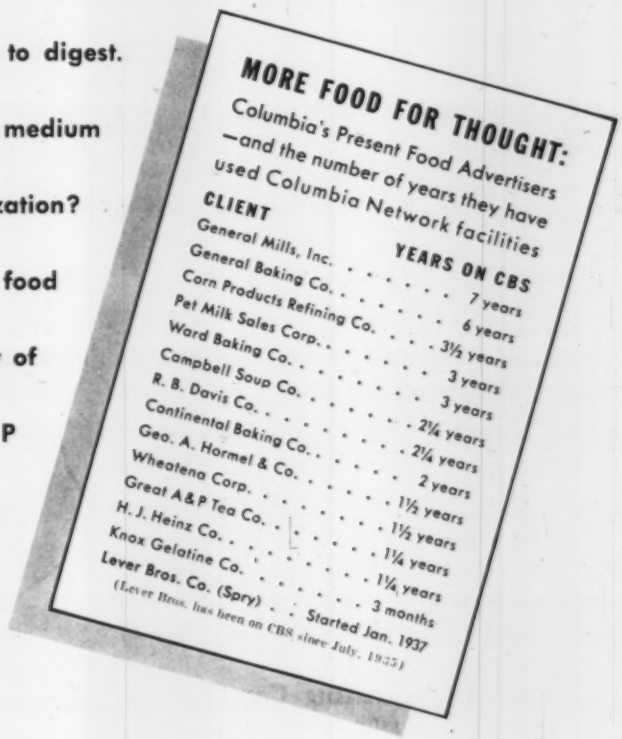
XUM



THE COLUMBIA BROADCASTING SYSTEM

THOUGHT

The Food Industry—which feeds the appetites of the nation—has developed a wholesome and hefty appetite of its own. An appetite for radio! The following figures on Columbia Network Food advertising are solid food for thought. (Perhaps we might better have served the data as PIE-charts!) In 1936, the volume of Food advertising on the Columbia Network showed an increase of 415.8% over 1930. ($5,216,714 for 1936 over $1,011,308 for 1930—invested by leading Food advertisers in CBS facilities exclusive of talent.) • Significant in itself, this figure is doubly significant when compared with the increase of 204.6% in CBS volume of TOTAL advertising during this period. • For advertisers, here is a conclusion easy to digest. Radio—so effective in selling goods of all kinds—is a piping-hot medium for selling food! • Is that, do you think, a pretty broad generalization? Would you like to know the specific experiences of a specific food advertiser with radio? Say "yes", and we will send you a copy of "COMMAND APPEARANCE", a just published air-history of A & P on Columbia, showing how A & P increased coffee sales, with the help of radio, five times more than they had expected!



MORE FOOD FOR THOUGHT:

Columbia's Present Food Advertisers —and the number of years they have used Columbia Network facilities

CLIENT	YEARS ON CBS
General Mills, Inc.	7 years
General Baking Co.	6 years
Corn Products Refining Co.	3½ years
Pet Milk Sales Corp.	3 years
Ward Baking Co.	3 years
Campbell Soup Co.	2¼ years
R. B. Davis Co.	2¼ years
Continental Baking Co.	2 years
Geo. A. Hormel & Co.	1½ years
Wheatena Corp.	1½ years
Great A&P Tea Co.	1¼ years
H. J. Heinz Co.	1¼ years
Knox Gelatine Co.	3 months
Lever Bros. Co. (Spry)	Started Jan. 1937

(Lever Bros. has been on CBS since July, 1935)

485 MADISON AVENUE • NEW YORK

DON'T BE A SUCKER!

Don't swallow any radio proposal that promises to cover Youngstown without WKBN! There is a hook in it—and that hook is the QUALITY OF RECEPTION.

WKBN is the only station reaching this prosperous Youngstown market of 900,000 people that can ALWAYS be depended upon to come through strong, clear and distinct.

Its 500-watt transmitter dominates the 25-mile radius from Youngstown that comprises its primary coverage. Located at the top of the dial—570 kilocycles—"where a little power does a big job" —WKBN is popular with listeners because of its freedom from fading or the interference of other stations.

Don't believe us! Just check with any owner of a receiving set in this market and you will discover that WKBN comes through with a clear, steady, undistorted program.

For QUALITY RECEPTION of your radio feature in the Youngstown area—you must have WKBN!

WKBN is a member of the Columbia Broadcasting System and the Buckeye Network. The key to one of the highest payroll districts in the U. S.—the famous Mahoning Valley.

Our claims are modest. We ask you to investigate them.

WKBN Broadcasting Corporation
Youngstown, Ohio
National Representatives—Free and Peters, Inc.

WKBN

Reliable Reception IN THE YOUNGSTOWN MARKET

POWER

WJR

50,000

WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

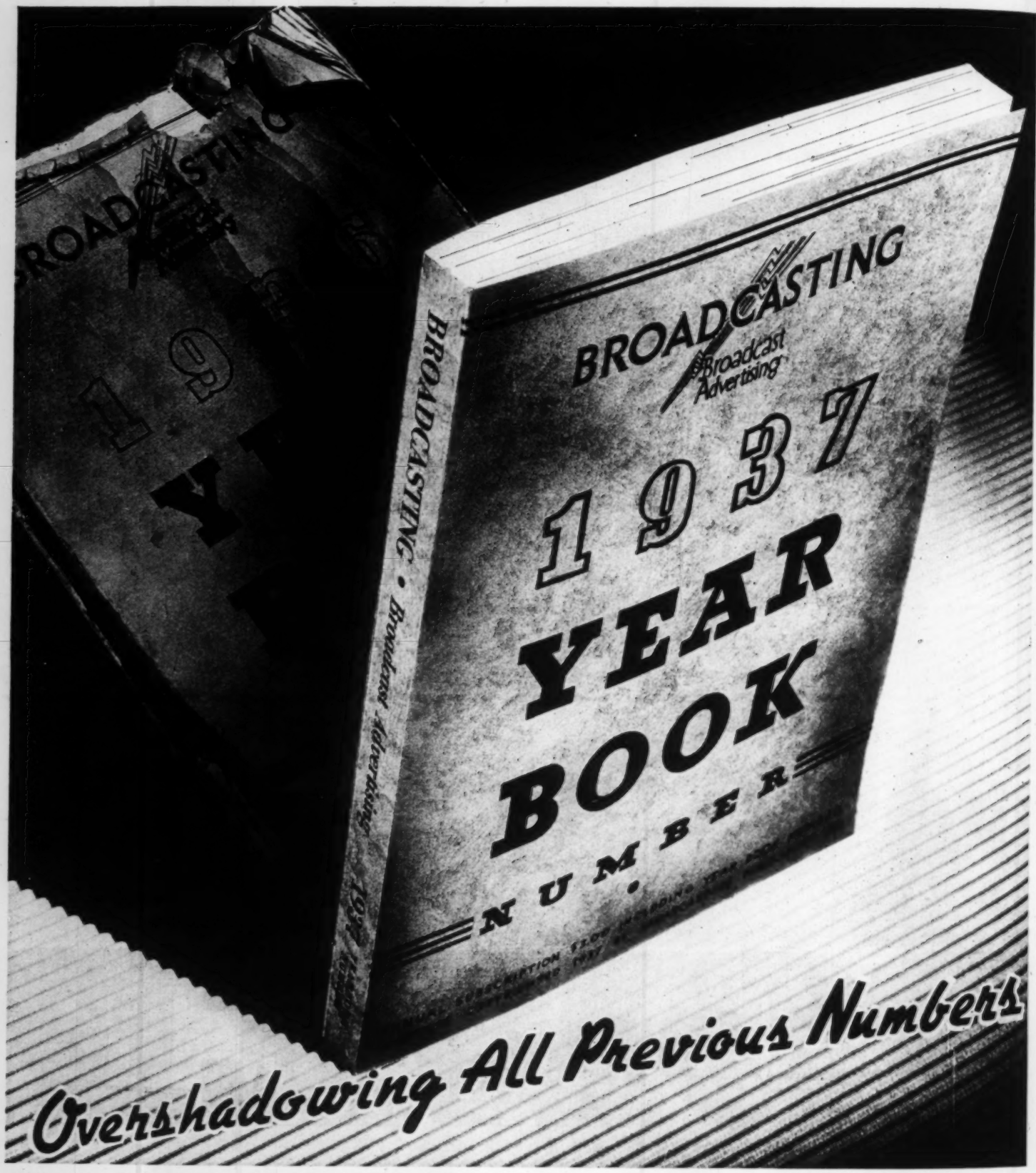
DETROIT

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

XUM



MAILED TO ALL SUBSCRIBERS FEBRUARY 8-11. IF YOUR COPY HAS NOT ARRIVED WRITE OR WIRE **BROADCASTING,** NATIONAL PRESS BLDG., WASHINGTON, D. C.

Radio Entertainment with Punch and Pulling Power
Brimming with Thrills, Chills and High Speed Action

recorded
NBC FIVE-MINUTE DRA
myste

This is thrilling entertainment for the entire family—something unusual in short period transcribed program features.

There are 54 episodes available in the series and each mystery is complete in itself—presenting the crime, the necessary clues, and the solution. A few of the episode titles are shown below. Each episode runs not quite five minutes, allowing time for opening and closing commercial announcements.

These Five Minute Mysteries can be sponsored as individual features or can be interpolated in longer program periods. Try listening to a few episodes—any NBC THESAURUS station will be glad to oblige.

A FEW OF THE PROGRAMS IN THE SERIES:

Case of Pharaoh's Curse
Murder in the Big League
The Drums of Doom
The Dead Man Who Returned
Case of the Lovesick Wife
The Organ in the Graveyard
The Vampire on the Moor
Case of the Gangster Casket

—and 46 other Mysteries!

For further information regarding the series ask the nearest NBC THESAURUS station, or write

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

ELECTRICAL TRANSCRIPTION SERVICE

30 Rockefeller Plaza, New York • Merchandise Mart, Chicago, Ill.

"Inspiring, it is, inspiring!"

MUCH as we love our homes, our fire-sides and our lit-tle chil-dren, there's one thing we like better. And that's taking on a tough job, doing it fast and *well*, and thereby earning the thanks (and perhaps some extra business) of some good customer or "prospect".

That's why our offices are often still open at nine or ten o'clock in the evening. That's why you'll frequently find some or all of us "downtown" on Sundays. And we don't do it in the spirit of martyrdom, either.

If you've got a job that's got you down, don't hesitate to yell for help. We're listening — and we practically never sleep!

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle
WKBN	Youngstown

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 4 WASHINGTON, D. C., FEBRUARY 15, 1937 $3.00 A YEAR — 15c A COPY

Newspaper-Radio Problem Out in the Open

By SOL TAISHOFF

Wheeler Framing Bill to Ban Joint Ownership After Getting FCC Opinion That Congress Has the Power

Mr. Wheeler

LEGISLATION designed to bring about a complete divorcement of newspapers from broadcast station ownership or operation will be introduced within the next month by Senator Wheeler (D-Mont.) presumably with the tacit approval of the administration.

With his release Feb. 13 of a report from the FCC bearing on this subject, Senator Wheeler said he probably would appoint a subcommittee of his Interstate Commerce Committee to conduct hearings on this far-reaching subject during the current session.

Perturbed over the gradual assimilation of stations by newspapers, Senator Wheeler last month asked the FCC for detailed information on the newspaper-station situation, at the same time requesting a legal opinion whether the Commission had authority under existing law to deny applications of newspapers for station facilities or whether legislation could be passed denying newspapers such a right and forcing existing newspaper licensees to divest themselves of stations within a reasonable time.

No Authority, Says Gary

RESPONDING to the interrogatories, Hampson Gary, FCC general counsel, concluded that the FCC does not have clear authority under existing law to deny newspaper applications as "against public policy". In a detailed legal analysis on the second question, however, the general counsel concluded:

"I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bears a reasonable relation to and has an effect upon interstate commerce and, therefore, if the Congress enacted a law of the purport suggested, it should meet the constitutional requirement."

Even on this score, however, the general counsel said the conclusion is not "free from doubt." He summed it up this way:

"A careful review of the decisions of the Supreme Court with respect to existing legislation which appears to be analogous or similar to that here suggested and those decisions with respect to the regulation of interstate commerce by the Congress and matters bearing a reasonable relation thereto, impels me to a conclusion that the constitutionality of an act of Congress denying the right to all newspaper owners as such to obtain broadcast licenses in the future and requiring all newspapers to divest themselves of such ownership or control within a reasonable time, is not free from doubt, and, therefore, I think the inquiry does not permit of a categorical answer."

Long an advocate of action to forestall what he describes as "monopolies in public opinion", Senator Wheeler asserted he felt the time has arrived when definite legislative steps should be taken. He expressed the view that the FCC, under the broad authority delegated to it in the Communications Act, can now deny newspaper applications or refuse to renew existing licenses in newspaper hands without additional legislation, but he asserted he believed it probably is desirable to enact specific legislation.

Because of the sweeping effects and importance of the proposed legislation, the Senator declared full hearings would be afforded all groups involved. First, he said, a subcommittee properly should undertake the task. He indicated he would appoint such a committee after his proposed bill is introduced and referred to the committee which he heads. It is probable that he himself will head the subcommittee, with at least one of its members to be Senator White (R-Maine), co-author of the Radio Act of 1927 and regarded as one of the best informed men in Congress on the entire subject of communications.

Other Data Submitted

TOGETHER with the legal opinion of its general counsel, the FCC, through Chairman Prall, submitted to Senator Wheeler a dozen separate tabulations requested by him. These included reports on broadcast stations owned or controlled by newspapers; stations acquired by newspapers during 1936; assignments of licenses and transfers of control to newspapers from 1934 through 1936; applications pending for new stations having newspaper affiliations; transfers and assignments relating to the three major networks from 1934 to 1936; stations owned or controlled by Hearst newspapers; dominant clear-channel stations by frequencies and their chain affiliations, and stations owned or operated by or affiliated with NBC and CBS.

Sentiment on Capitol Hill

Mr. Gary

MORE than likely, the newspaper ownership and network ownership issues will be raised in the Senate during the week of Feb. 15 when the Independent Offices Bill, passed by the House earlier this month, comes up for consideration. This bill carries the FCC appropriation.

Senator Wheeler, and possibly Senator White, it is anticipated, will open the debate on FCC activities with particular relationship to the newspaper and chain situations. Considerable sentiment has been aroused on Capitol Hill lately in connection with radio and enactment of some form of legislation at this session, in the opinion of informed observers, is not outside the realm of possibility.

Administration interest in radio control has been displayed with greater emphasis since the presidential elections, even though it has not broken to the surface. Whether President Roosevelt himself will take official cognizance of this proposed legislation is not known, although there have been indications that he has discussed the broad subject of the extent of newspaper control over radio with key members of Congress and with FCC officials.

The fact that an estimated 85% of the daily newspaper circulation of the country is said to have opposed Mr. Roosevelt during the last presidential campaign, it is generally understood, has had considerable to do with administration sentiment against newspaper "domination" of radio and indirectly may have resulted in the crystallization of plans for legislation. There is already pending in the House a bill (HR-3892) introduced Jan. 28 by Rep. Wearin (D-Iowa) proposing an absolute prohibition against common control of broadcasting facilities and printed publications. This bill has been referred to the House Interstate & Foreign Commerce Committee but it is expected that Mr. Wheeler's legislation will take precedence.

The Senator made it clear that his bill would deal only with the newspaper ownership situation and not go into alleged network monopoly or domination. The latter problem, he said, probably will become the subject of additional legislation, more than likely at the next session of Congress. Also, he has in mind legislation which might specifically place a limitation on station power to prevent the licensing of 500,000 watt stations, but he asserted he was still engrossed in his study both of the network structure and the superpower problem.

Senator Wheeler said that his project was in no way identified with the pending Connery resolution (HRes-92), and that he did not have in mind an FCC investigation at the current session. The Connery resolution [see text on page 78] now is pending before the House Rules Committee and it has been indicated that Rep. Connery (D-Mass.) will appear before the committee during the Feb. 15 week to ask for a rule which would bring it before the House. Rep. Wigglesworth (R-Mass.), who has figured prominently in an anti-FCC attack, notably on purported "trafficking" in station licenses, declared Feb. 11 he would support the purposed Connery investigation of alleged network domination of radio.

Expect Probe Approval

CHAIRMAN O'Connor (D-N. Y.) of the Rules Committee, has indicated that he expected a rule to be reported shortly, possibly during the week of Feb. 15. This would bring the measure to the floor of the House. There have been indications that if the Connery resolution is passed, an investigator of national reputation will be engaged to aid the committee. On the other hand, predictions made during the last two months of action along this line have not materialized. One school of thought is that if the Connery resolution passes, it

(*Continued on page 84*)

Broadcast Contact By Aylesworth in New Post Likely

Joins Scripps-Howard; Jack Howard May Head Radio

M. H. AYLESWORTH'S new post as a member of the general management of the Scripps-Howard Newspapers, which he assumes March 1, will inevitably bring him into close contact with that organization's radio activities and possibly with the problems of the broadcasting industry generally, in the opinion of those presumed to be in a position to judge.

The former president of NBC and RKO will devote his attention largely to business matters within the big newspaper syndicate, including advertising contacts. But in spite of the fact that no mention of any possible radio work was made in the official Scripps-Howard statement announcing his appointment, it is regarded as entirely likely that by reason of his vast experience in radio he will work closely with that group's radio subsidiary, Continental Radio Corp., licensee of WNOX, Knoxville, affiliated with its *Knoxville News-Sentinel*, and WCPO, Cincinnati, affiliated with its *Cincinnati Post*.

In addition, the Scripps-Howard interests several months ago purchased the *Memphis Commercial Appeal*, and with it took over its two radio stations, WMC and WNBR, although neither of these is as yet under the Continental banner. It is understood that Jack Howard, son of Roy W. Howard, chairman of the Scripps-Howard board, will be named to head all the broadcasting interests of the newspaper syndicate with his headquarters in New York. Young Howard since last summer has been Washington representative of Continental Radio Corp., Scripps-Howard radio subsidiary.

Recent Ovation

THE SELECTION of Mr. Aylesworth by the Scripps-Howard management, announced from its executive meeting at the home of E. W. Scripps in San Diego Feb. 1, has been contemplated since last autumn, it was learned reliably. Many of the Scripps-Howard executives were attending the big Nov. 9 tenth anniversary banquet of NBC in the Waldorf-Astoria when they observed the tremendous spontaneous ovation accorded the NBC's former president as he was introduced by David Sarnoff, RCA president and NBC board chairman. They were so impressed, it was learned, particularly in view of the fact that the 1,500 attendance at the banquet represented a cross-section of the political, business and social life of the nation, that the idea was born then and there.

Mr. Aylesworth will retire this month from his present post as chairman of RKO, of which he became president in 1932 while still holding the presidency of NBC, which he helped found in 1926 and of which he served as president for 10 years. Since January, 1936, he has been RKO chairman, and in that post he was instrumental in planning its reorganization in connection with the sale of half of RCA's controlling

(*Continued on page 85*)

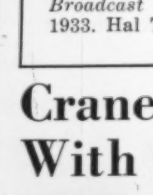
Our Hollywood Office

BROADCASTING Magazine takes pleasure in announcing the opening of its Hollywood-Los Angeles office in the Guaranty Bldg., 6331 Hollywood Blvd. The phone is GLadstone 7353. David H. Glickman, for the last two years special representative of BROADCASTING in San Francisco, has been transferred to Hollywood as manager-correspondent.

Coincident with this change, Edward M. Dunne has taken over news representation in San Francisco. His office is at 170 Van Ness Ave., and the phone Underhill 7780.

BROADCASTING Magazine also takes pleasure in announcing the transfer of Bruce Robertson, head of its Chicago office, to be manager of the New York Bureau. Mr. Robertson is a former editor of *Broadcast Advertising*, which was absorbed by BROADCASTING in 1933. Hal Tate has succeeded Mr. Robertson in the Chicago office.

Craney Forces Copyright Issue With Open Letter to Congress



Mr. Craney

THE copyright issue broke loose with renewed fury, just as this issue of BROADCASTING was going to press, with an action precipitated by Ed Craney, aggressive operator of KGIR, Butte, Mont., who sent to every member of Congress an open letter laying before them the entire conflict with ASCAP as he viewed it from the viewpoint of an independent and proposing that ASCAP be required, by means of amended law, to issue broadcast licenses for performing rights in a more equitable manner. He acted in behalf of a group of independent stations.

Alleged network favoritism was charged. ASCAP was strongly criticised for making preferential deals with networks, newspapers and others. Mr. Craney proposed that the law require ASCAP to mend its ways so that stations would pay only for what they use and that means be provided whereby the broadcasters could know who owns the music they desire to pay.

Text of Craney Letter

WITH the letter, Mr. Craney sent a copy of a proposed bill to amend the existing copyright laws. Mr. Craney's letter follows in full text:

TO THE CONGRESS OF THE UNITED STATES:

Independently owned and operated broadcasting stations have been at the mercy of *Music publishing houses* banded together under the name of the American Society of Composers, Authors and Publishers (ASCAP), who have had a practical monopoly on music and who have been able to demand any kind of fee they wanted from us. We independents have also been hampered by the networks making their deal with this Society *first*, which deal has *always* designated *no* fee for the network. Consequently, the full burden of copyright is borne by independent stations while at the same time the networks have done the major portion of commercial business in the broadcasting industry. This condition was helped along by the fact that the National Broadcasting Company owned at one time four seats on the ASCAP board.

You must realize that ASCAP is ruled by a group of publishing houses—if you want a number you have created published and want distribution on it you *must* have one of the ASCAP houses publish it for you—and you must assign that house the small performing rights (which include radio broadcasting) in order to have that number of yours published.

Independents in Revolt

TODAY independent broadcasters face this situation. Our licenses with ASCAP are up in 1940. The networks are making contracts with their associate stations for a five-year period in which they make it mandatory that these stations have an ASCAP license for that entire time. If the more than 200 stations on networks *have to* sign up with ASCAP again in 1940 it also means that the rest of the stations in the country will *have to* sign *any* contract put before them in order to hold their audiences against the networks.

Because of these facts a group of independent broadcasters got together with the hope that we could come to Washington and present our case to Congress and ask that the copyright law which was enacted in 1909, before broadcasting was known of, be brought up-to-date.

In the course of forming our independent group of broadcasters, Mr. Mills, the manager of ASCAP came across one of our letters and wrote us as follows [under date of Jan. 27, 1937]:

> Your circular letter of December 24th addressed to "To All Independent Stations", passing over my desk again today, prompts me to ask you to submit to us any suggestion which you might have toward bringing about a more satisfactory relationship between your station particularly and any other operators who feel apparently the same way you do—a relationship with more good will in it.
>
> Would it be your preference to deal with individual copyright owners for their individual rights?
>
> Because I am one of those who do not believe that all the good ideas are had by a few men, I am perfectly honest in asking in all sincerity if you are sufficiently interested in the matter to just favor me with any suggestions that you might have that you think would improve the relationship between musical copyright owners and broadcasting stations generally, with due respect to all interests concerned and equity for each of them.

This letter gave us an opportunity to ask Mr. Mills for a square deal. *We are not asking that he reduce his charges to us*—we are asking only that we be given an opportunity to *pay only for what we use and to have a method whereby we will know who owns the music we want to play.* We believe such arrangements will

(*Continued on page 93*)

NAB Names Loucks Copyright Counsel

Will Assist in Federal Case Against ASCAP Royalties

Mr. Loucks

PHILIP G. LOUCKS, Washington attorney and former managing director of the NAB, was retained Feb. 9 by the NAB to represent it in certain copyright matters relating particularly to the pending Department of Justice anti-trust suit against the American Society of Composers, Authors & Publishers. He will represent the NAB specifically in connection with stipulating facts in the case between ASCAP and Government counsel having to do with the record in the suit, now pending before the U. S. Federal Court for the Southern District of New York. The arrangements were consummated between Mr. Loucks and James W. Baldwin, NAB managing director.

The suit, pending since Aug. 30, 1934, was filed by the Department against ASCAP and some 125 officers and directors of that and related organizations, alleging monopoly and discrimination. The trial of the case got under way on June 11 of the following year, but after 10 days, when it became obvious that the case could not be completed by July 1, the Court adjourned it until Nov. 4. Subsequently it was deferred until Jan. 6, 1936, because of delay by counsel in agreeing on a stipulation of the facts, and eliminating irrevalent matter. Since then, the case has lost its place on the docket, and counsel for both sides have been conferring intermittently on stipulation of the record.

Expediting Action

AS COUNSEL for NAB on this matter, Mr. Loucks will assist. it is expected, in expediting this work. Schwartz & Froelich. of New York, are counsel for ASCAP and certain other defendants. Mac Asbil is government counsel, along with Andrew W. Bennett of the Department of Justice.

Mr. Loucks has had wide experience in copyright, both as NAB managing director and as a practising attorney. He resigned from the NAB in 1935 to return to practice of law, after nearly five years as its managing director.

Mr. Loucks was retained by the NAB pursuant to an authorization given the executive committee by its board of directors. The board comprises President Charles W. Myers, Treasurer Harold V. Hough and Mr. Baldwin. Mr. Baldwin announced the appointment in the following statement:

> The Managing Director, with the approval of the Executive Committee, this week retained Philip G. Loucks of Loucks & Sharfeld, as special counsel to represent the NAB with respect to certain matters growing out of the suit instituted by the United States Government against the American Society of Composers, Authors and Publishers. Specifically this representation involves only those matters which are directly connected with the efforts of the interested parties to stipulate, as far as possible, the facts in the suit.

I Was A Sponsor, Once—
WHY I ROARED AND WEPT

THE WRITER of this article, who read Don Shaw's piece "The Care and Feeding of Sponsors" in the Jan. 1 issue of BROADCASTING, prefers anonymity —and plenty of it. His program is now buried kilocycles. To identify him, or his corporation, would serve also to reveal the program and the network, and he says, No! The author's experiences as a sponsor may inspire broadcasters to do some sitting up and taking notice of. He really has a message to unleash.

THE AUTHOR

I SAW Don Shaw's recent burst of applause for the broadcaster.

I am in sympathy with some of the problems his thumb-nail sketches of clients demonstrate as worries to any broadcasting staff.

I was a broadcasting client once. I might be one today except for all that is behind that one word "might". It may be I'm wrong. You judge.

Our agency came to us with a broadcasting idea. It was a good one. We said: "Let's pursue it".

From observation I'd say the broadcasting company did itself proud in its cooperation to build up the account.

The agency tied up the talent on contract. The broadcasting company's program department worked up the audition and it was a honey.

To the Studio

THE JUNKET to the studios was arranged. The president, a couple of vice-presidents, the treasurer who was to OK all the bills, the sales manager, the advertising manager, the agency staff, all adjusted their schedules and train trips to meet at the zero hour at the broadcasting studio. The broadcasting company staff was there in great array, too. Surrounded by all that the modern studio provides to impress the client, the whole affair took on the dignity and atmosphere of a diplomatic meeting in a great crisis.

The audition started amid a great and deep silence — everyone evidently intent on the program, but really more intent with his own important thoughts.

The treasurer calculated the cost per minute. The president weighed the chance of success because after all if it flopped, it would be in his lap. The vice presidents watched faces to see who they'd agree with. The sales manager wondered how it would go over in Keokuk. The advertising manager counted the number of times the product name appeared in the commercial. The agency boys thought of the prestige of the coast-to-coast hookup and another big-time client.

When the sign-off came, the next 30 seconds of silence was terrific. Who would have the nerve to break it? Lordee! the first voice was the treasurer who said: "I think it's good." Well, that was the cue.

Agreement was reached. The idea was accepted. The cost, considered in those palatial surroundings, caused no heart-burn. The officers gathered about them their regal robes and departed with: "You boys will work out the final little details."

That's the 12 o'clock signal to remove all masks. From then on

the "we wants" and the "you can't haves" start.

The sales manager wants to take the network but can't pass up distributing centers not on that network. Then the problem of taking a group of stations, all of which he don't want, to get one really important point covered. Every gain calls for a sacrifice.

Then while all that is going on, and the contract is not yet signed, another time salesman rushes out to a prospect of his and tells him if he acts quickly he can cinch the time he has been debating over. He signs the previously submitted and dated contract and gets the time.

So we have to start all over again on another time spot.

Away We Went!

THE broadcaster tells the agency what they can't have, and the client tells the agency what to demand. Anyway it turns, the agency is a gutter-snipe or whatever pet expression may occur at the moment.

Don Shaw tells of the various types of clients—the Weepers, the Roarers, the Loop-holers, etc. I doubt that a client has a dual buying personality. It doesn't make sense that he is a Jeckle in his ordinary buying and becomes a Hyde the moment he crosses the threshold of the broadcasting station. That is unless something is contributed in that step over the door jamb which never appears in ordinary buying procedure.

Finally we get off to a start on a non-stop 13 weeks' gallop—with the privilege of renewal.

The first program goes off and I do mean "goes off".

I want to say here that every program director I ever met knew his stuff and did a good job. But you can't take from ten to a hundred personalities, put them together for the first broadcast and have it smooth.

The first 48 hours after the initial broadcast are tough. The client's sales department says: "The principal jobbers report 'save your money—it sounded terrible with all that noise—can't you inject our name and tell people to come into us'." That was all apart from what the wives had to contribute.

The treasurer asks the sales manager if he notices any increase in sales the morning after the broadcast.

The president says to the advertising manager: "Now you fellows got me into this, you'll have to get me out and quick too." So everyone tells everyone else how their job should be done.

After the third week everything smooths itself out. The program strikes its stride. The client's sales department has developed its arguments against lack of coverage in certain territories and even the treasurer survives the weekly ordeal of signing out so much money.

Our program was quite successful in its accomplishments. It developed inquiries we could send out to our distributors. It brought letters which were useful. It didn't increase our business the way some thought it would, but it did a satisfactory job.

We had no box tops to count since it was not that type of prod-

uct, but we know we were building good-will. We knew we were sending people into the dealers.

A Forgotten Man

BUT HERE'S the tough part of the story. In the 13 weeks the broadcasting company representative called on me twice, largely to discuss the weather or mutual friends. One of the local stations wrote in for a set of the promotional material to set up a window display as they do for the products featured through their facilities.

No one from the broadcasting company asked about the territory results, the number of inquiries or sales. They didn't offer any means of making more use of the results. They didn't say: "We will ask our station out in (such a city) to see your people out there and tell them how to turn those results into sales activity." With all their vast experience with other clients they offered no general data which would be made available without break of confidence.

They didn't ask us for a list of our distributors to send word on to the tied-in stations. Perhaps the local stations would have tried to help if they knew who to help.

The magazine men continued to call even though they knew the national appropriation was going into radio. They were interested in the results. They even tried to help us cash in on the results. They had an eye to the future.

Perhaps we expected more than we should have. I feel now that for a 13-week program I'd spend 24 weeks ahead of its first broadcast in preparation. Or it might be no more expensive to start the program 8 to 10 weeks ahead of season and extend the contract to 26 weeks. Either plan prepares the trade and public and makes the season period more productive.

As I look back on it now, it seems that the purpose of the broadcasting company representative's visits was to learn indirectly if we were thinking of extending our contract by taking up the renewal option so that they might advise someone else who had his eye on that time spot.

The visit was not for service. The effort was not for renewal. It was to find out if we were going to die that they might have our shoes for someone else.

That is why I said above—I *was* a sponsor. A little effort could have changed it from past to present tense.

It is often better sales economy to build up present accounts than to keep on developing new ones.

It is so easily done, too!

First Steps Are Taken To Enact Food-Drug Bill

PRELIMINARY steps for another attempt to enact food and drugs legislations at this session of Congress, after unsuccessful attempts in four successive sessions, were taken during the last fortnight in the Senate with the appointment of a subcommittee to consider the revised Copeland Bill (S-5) for regulation of the sale and advertising of food, drugs and cosmetics. The subcommittee, named by Chairman Copeland (D-N. Y.), author of the bill, held an executive session Feb. 4 but deferred until later the question of holding hearings.

Named on the committee were Copeland, chairman; Bailey, N. C.; Caraway, Ark., and Clark, Mo., Democrats; McNary, Ore., Vandenberg, Mich., and Gibson, Vt., Republicans. Senator Clark was the most vigorous opponent of the Copeland Bill at the last session.

Pending in the House is the Chapman Bill (HR-300) covering food and drugs, but the Interstate & Foreign Commerce Committee has not yet considered it. Like the Copeland measure, it would vest in the Department of Agriculture's Food & Drug Administration, the administration of the measure. The one factor which resulted in killing the measure in the House last session was this question, since many members favored retention of administrative control in the Federal Trade Commission.

These two bills on Feb. 4 were described by the American Medical Association in an editorial in its journal, as "inadequate". The editorial held that the proposed legislation afforded the public more protection than under the existing law, enacted in 1906, but stated there was room for improvement.

Boom Follows Flood-Strike Letdown

Big Campaigns Resumed as Labor Difficulties End; Flood Losses Are Being Recovered Quickly

RECORD - SMASHING national advertising campaigns, in which radio promises to garner its share, are expected as soon as industry generally recovers from the unprecedented siege of floods, strikes and adverse weather, according to a survey by BROADCASTING.

While radio suffered along with other media from schedule losses due to the flood ravages, and more generally from the General Motors sit-down strike, large-scale campaigns are declared to be in the offing. Many big spring campaigns, notably those in the automotive line, were curtailed or suspended because of these abnormal conditions, but few definite cancellations were ordered.

Detroit, hard hit because of the General Motors strike, found it necessary to suspend or hold up many spot radio campaigns. National network business has not been materialy affected since the automotive accounts, in order to hold their time commitments, have continued their regularly scheduled programs.

With the termination of the Detroit strike Feb. 11, radio business rebounded briskly. General Motors units through their agencies immediately planned resumption of schedules, and the Chevrolet *Musical Moments* series, suspended because of the strike, were reinstated over most of the some 300 contracted stations.

Lava Soap Series Held Up

PERHAPS the biggest single spot campaign held up by the floods was postponement of the $300,000 Procter & Gamble spot announcement series for Lava soap, which was to have begun Feb. 15 on some 50-odd stations. According to F. P. (Pete) Nelson, radio time buyer of Blackett-Sample-Hummert Inc., placement of the one-minute discs is being deferred until the waters permit the P & G plant in Cincinnati to go back to normal operation. This campaign contemplated four daily announcements for 13 weeks over the big station list.

During the emergency period in Cincinnati, P & G ordered WLW, in its home city, to use its contracted spot time for Red Cross appeals, asking no rebates.

According to the *New York Times*, some two-dozen campaigns in foods, drugs, tobacco, paint and varnish and other consumer goods fields were curtailed or suspended by the flood alone. This newspaper said radio was "practically untouched" by both the floods and the automotive strike and that January probably would show the highest billings on record for that month.

Chevrolet Suspended on 300

DESPITE this, however, it developed that numerous automotive spot campaigns had been suspended, and that others in related fields had been held up because of the strike. Moreover, many stations in the flood area were unable to care for contracted time due to relief work, resulting in rather substantial reductions in advertiser expenditures.

Chevrolet, biggest spot transcription account, running on some 300 stations, had suspended radio advertising because of the strike. It was impossible obviously for that company to make deliveries, and the same was true of related GM lines, including Oldsmobile, Pontiac and Buick. Even with the strike settlement, it will be several weeks before the factories will be in position to fill orders. Thus, the campaigns curtailed or deferred may have to await the gearing up of production in these plants. But when they do break, it is indicated, all of the time lost will be absorbed and there will be no reductions in budgets, generally speaking.

Perhaps the biggest spot radio setback was the suspended plan of General Motors to sponsor spring shows for its complete line in various key cities. Using local name bands and other talent, GM planned to buy local and spot time extensively. It is estimated roughly, that $200,000 would be spent on radio alone. The first of these shows was to be held in the South this month. With the strike settlement, it was learned, these plans will now be resumed.

Chrysler, which was understood to be set for a spot campaign, supplementing its Major Bowes' program over CBS, had indefinitely postponed its plans, it is reported. It now has a tacit understanding, along with other motor manufacturers, not to take undue advantage of General Motors' strike plight. Dodge, however, has continued with its spot announcements, although it has not gone into the campaign for that line in the manner contemplated.

Related Lines Also Hit

TOTALLY aside from motor manufacture, such lines as tires, steel and other automobile components obviously have held up campaigns until production is resumed. While there have not been any cancellations, the strike situation nevertheless has been a serious deterrent for these products.

Detroit has felt the sting of the strike in no small way. Local dealers have not pushed new cars. Instead there has been a big drive, reflected in other sections, for the sale of used cars.

Responding to inquiries by BROADCASTING, Detroit's leading agencies, such as Maxon Inc., Simons-Michelson Inc. and MacManus, John & Adams, reported "no change in plans." Campbell-Ewald, D. P. Brother Inc., and Arthur Kudner Inc., who place most of the General Motors business, were virtually at a standstill on those accounts, except for network business until the settlement. J. Stirling Getchell Inc. and Ruthrauff & Ryan Inc., through their Detroit offices, handle the Chrysler divisions' business, and similarly had to await settlement of the strike difficulties before large scale spot placements.

Kelvinator Corp., Detroit, also is involved in a strike. There were indications that it might be forced to cancel or suspend advertising schedules, including radio.

Aside from the Lava campaign, no postponements or cancellations of commercial accounts were reported by Chicago agencies. There were, however, cancellations of specific programs due to inability of stations in the flood area to fulfill commitments.

Mixed feelings were expressed by agencies in connection with billings on cancelled programs of an emergent nature. A number of agencies and sponsors, particularly in cases wherein a few "spots" were missed, were inclined to forget about rebates.

Chicago Accounts Affected

FOLLOWING is a summary of Chicago accounts affected by the flood:

Lew Goodkind, Lord & Thomas Inc., reported that *The Story of Mary Marlin* sponsored by the International Cellucotton Products Co. for Kleenex was off the air for one week at WAVE, Louisville, and for one day at WCKY, Cincinnati. Horlick's *Lum and Abner* sketch was also off the air two days at WMC, Memphis.

The H. W. Kastor & Sons Agency said Drene and Tums spot announcements were off the air for one week, while Welch Grape Juice's Irene Rich program on the NBC-Blue network Friday nights was off the air only one time in the affected stations in the flooded area.

At J. Walter Thompson Co., Gene Fromherz reported no cancellation of any client shows with the exception of the Swift & Company's All-Sweet Margerine Show.

According to Jack North, the only Aubrey, Moore & Wallace program affected by the flood was Campana's *First Nighter* which was not heard one Friday night over WAVE, Louisville.

Ruthrauff and Ryan "lost" one spot announcement one Sunday afternoon on WLW, Cincinnati, when that station replaced some of its scheduled programs with emergency flood announcements. Dale Perrill said that the Oshkosh Overall Co. was the affected sponsor.

Two Stack-Goble accounts were affected in the flood area. They were Lady Esther and Swift & Co., whose *Wayne King* and *Junior Home Nurse* programs respectively were not heard on their regular Cincinnati and Louisville channels during the crisis.

At the Wade Advertising Agency, Ed Nelson said that no loss of commercial programs was sustained by that agency and at the Chicago office of Batten, Barton, Durstine & Osborn it was stated none of the programs handled by the Chicago office were affected by the flood.

NBC's Hollywood Expansion Plans Are Temporarily Halted by Mr. Lohr

PLANS for expansion of the NBC Hollywood studios and executive offices have been called to an abrupt halt by Lenox R. Lohr, president of the network, after he made a study of blueprints for addition to the present properties now held on lease at 5515 Melrose Avenue.

"Lack of parking space may seem an insignificant factor," Mr. Lohr said Feb. 9, "but it is one of the many problems that caused me to bring to a temporary stop plans for doubling the present facilities here. Everything at the present moment is at a standstill."

NBC has a four-year lease still to go on the present Hollywood studios, and to add to them would be unwise, inasmuch as improvements, if added, would not meet the growing demand, he further revealed. Mr. Lohr indicated that NBC may start out with a clean slate, scrapping the present plant and rebuilding on another site, probably in the same vicinity.

Won't Abandon Expansion

"IN ANY event, the expansion program will not be abandoned," he said. "Network production from Hollywood is becoming increasingly important and we'll have to find ways of meeting it." Mr. Lohr stated that production on the West Coast has increased 300% in the last two years, adding:

"The availability of motion picture celebrities is one of the primary reasons for the westward movement of radio. Yet there are other attractions than big names. The climate has attracted many of the eastern radio stars — notably Amos 'n' Andy. Talent likes to live here.

"The high-priced radio guest star idea is on the wane. Radio and pictures are competing against each other for big names, with the result that they are helping each other to boost prices. It's hurting us both. Radio has also developed big-name stars and we have no objections to our people going into the movies. If there is a misunderstanding between radio and motion picture heads over the exchange of talent, it is not a serious conflict. I'm sure the problem will be settled in short order. There is a mutuality of interest in that one works for the other."

Lohr-Witmer Return

MR. LOHR departed for his eastern office on Feb. 10, and while in Hollywood, accompanied by Don E. Gilman, NBC western division vice-president in San Francisco, conferred with Earle C. Anthony, owner, and Harrison Holliway, manager of KFI-KECA, the NBC affiliate stations in Los Angeles, on future activities. Mr. Lohr also announced appointment of Jack Votion as associate of Dema Harshbarger, manager of the NBC Hollywood Artists Bureau. Votion was formerly head of the Paramount Studios talent department in Hollywood.

Roy C. Witmer, NBC vice-president in charge of sales, New York, who has been on the west coast for several weeks, looking over both the San Francisco and Hollywood sales departments and conferring with clients, has returned to New York, having left Los Angeles Feb. 8.

the TEST STATION

Arthur W. Stowe, widely known director of radio of Hays MacFarland & Company.

HAYS MacFARLAND & COMPANY
Three Thirty Three North Michigan Avenue
CHICAGO

January 18
1937

Mr. Vernon H. Smith
Radio Station WREN
Lawrence, Kansas

Dear "Bing";

I want to take this opportunity of thanking you for the fine service given this agency on two tests we conducted over your station this fall and winter.

You will be interested to know that thirteen one minute daytime announcements "pulled" 490 letters and cards from the good listeners of WREN, for one of our clients. You may rest assured that when this client decides to go on with an extensive radio campaign, WREN will be included in the list.

You are also to be complimented on the excellent service rendered the agency by your representative, George P. Hollingbery. Such fine cooperation in the servicing and handling of accounts cannot help but bring WREN real business in the future.

Sincerely yours,
Arthur W. Stowe,
DIRECTOR of RADIO

"Tulsa Ted and his Yodeling Range Riders", a WREN built program, that proved successful for Hays MacFarland & Company.

Main offices and Studios
WREN Building
Lawrence, Kan.

WREN

National Representatives
Craig & Hollingbery, Inc.
New York and Chicago

Vernon H. "Bing" Smith, General Manager

Sports Sponsors in Scramble For Baseball, Grid Campaigns

Kellogg, General Mills, Atlantic Refining Among National Advertisers Lining Up Schedules

APPROACH of the spring and summer sports season finds a number of national sponsors scrambling wildly for exclusive rights to baseball broadcasts as major and minor league club owners continue to wait for highest bidders. Meeting in New York early in February, club owners reaffirmed their intention to take advantage of the demand by sponsors to broadcast their contests.

Among leaders in the field of sports broadcasters are General Mills Inc., Minneapolis, Kellogg Co., Battle Creek, Mich.. and Atlantic Refining Co., Philadelphia.

Big names in the baseball profession, particularly stars of past years, are being sought as announcers and guest commentators.

Atlantic Refining plans to surpass its heavy sports schedule of last year, according to Joseph R. Rollins, advertising manager. With N. W. Ayer & Son Inc., Philadelphia, as agency, Atlantic has been working since early last autumn on its 1937 plans.

Baseball placements, as tentatively outlined, will include play-by-play broadcasts of home games of the National and American League teams, repeating the 1936 program, and perhaps play-by-play broadcasts of home games of the Pittsburgh Pirates, National League team.

Getting the jump on college football, Atlantic last autumn obtained options on "all the big stations on the Atlantic Seaboard" for Saturday afternoons during the grid season and the extensive 1936 program, which covered specially formed regional groups of stations designed to attract listeners to nearby colleges in which they naturally would be particularly interested.

The formation of its groups of Saturday afternoon networks by Atlantic last fall involved endless headaches, it was reported at the time, as time clearance and competing sponsors handicapped lining up of stations.

Kellogg in Chicago

KELLOGG Co., Battle Creek, Mich. (Kellogg's Corn Flakes), will sponsor play-by-play broadcasts of the home games of the Chicago Cubs and White Sox during the 1937 baseball season on WJJD, Chicago, it was announced Feb. 6 at a luncheon given to the city's radio and sports editors by the station. As four other stations in Chicago have been regularly broadcasting baseball year after year, WJJD has heretofore turned down all proposals of this nature, but the Kellogg program calls for much more than a straight reportorial broadcast.

In addition to the running account of John Harrington, who as Pat Flanagan's assistant at WBBM, Chicago, has had unusual training in sports announcing and who has successfully handled a large number of varied programs on his own, the sponsor has arranged for a series of guest announcers, who will be stationed with Harrington in his broadcasting booth at the ball parks and who will take over from time to time to comment on the progress of the game or to explain the strategy back of the various plays. These guest announcers will all be personalities well known to the listening public; Joe E. Brown, who played professional ball long before he entered the movies, will share Harrington's microphone during the first four weeks of the season, and following him will come another Brown, "Three-Fingered" Mordecai of the old Cubs fame. Similar personalities of equal reputation will be teamed with Harrington throughout the entire season.

To Conduct School

ANOTHER novel feature in connection with the Kellogg series will be the Kellogg Baseball School, which will be conducted by Lou Fonseca, former baseball star and more recently manager of the Chicago White Sox. Lou, who was voted the most valuable player in the American League, will hold his classes in the parks and playgrounds in the Chicago area and with the aid of the guest celebrities and other big league players will instruct Chicago's youth in the rudiments of baseball, showing them the correct way to hold a bat, to slide into a base, and to play the various positions.

Fonseca will also act as a general adviser to the station and the sponsor on all activities in connection with the campaign. The broadcasts will be extensively merchandised with newspaper copy and on all the Kellogg car cards and bill boards throughout the Chicago area. The campaign, which will entail a total expenditure of approximately $125,000, was conceived and developed by Ed Bowers, radio director of the Chicago office of N. W. Ayer & Son Inc., agency for Kellogg, and is in the nature of Ed's parting salute, as he is joining the Paul H. Raymer Co. as Chicago manager on Feb. 15.

Another change in the Chicago baseball picture is the sponsorship of the WGN broadcasts by P. Lorillard Co., New York (Old Gold cigarettes), replacing the Walgreen Co., Chicago drug chain, which has sponsored baseball on WGN for the last four seasons. The series, which was placed through Lennen & Mitchell Inc., New York, will cost the sponsor approximately $95,000, plus another $15,000 to the two ball clubs for the broadcasting privilege. The other stations broadcasting baseball in Chicago are: WCFL for Texaco, WBBM for Wheaties and WIND (located in Gary but serving the Chicago area) for Huskies, making three of the five campaigns a baseball-breakfast food tie-up.

Walt Lochman, sports announcer of KXBY, Kansas City, leaves March 14 for a training camp visit with the Kansas City Blues baseball team, training at McAllen, Tex. His baseball broadcasts will be sponsored for the third successive year by General Mills.

Ski's the Limit

THE SKI is a boom to radio —in Spokane anyway. That city, suffering from its greatest snowfall in its history early this month, went for skis with a vengeance. And KFPY, finding its transmitter site entirely inaccessible by autos, put its operators on a 24-hour shift with the men reporting on skis, carrying provisions for the full day vigil until the next operator skiied in for relief.

Philco Exhibits Improved Television In Adopting RMA 441-Line Standard

By BRUCE ROBERTSON

TWO television firsts—the first public demonstration of the 441-line pictures that the Radio Manufacturers Association has set up as a satisfactory standard, and the first televised department store fashion show—were chalked up by Philco Radio & Television Corp. on Feb. 11, with more than 100 representatives of the press as witnesses. Both of these firsts were impressive.

The 30% increase in the definition of the televised pictures from the 345-line pictures demonstrated last year [BROADCASTING, Aug. 15, 1936] produces a clearer, sharper image, with no lines visible to the observer seated four or five feet away from the receiver. When the same picture was shown in both 345- and 441-line perspective the latter picture was obviously superior in every respect. The style show demonstrated that at least one type of sponsor is ready for commercial television right now.

But whether television is ready for commercial sponsorship at present is another question. Larry E. Gubb, president of Philco, stated quite definitely that "we are not anticipating early commercial television and certainly not this year." Sayre M. Ramsdell, vice-president, echoed this opinion and pointed out that before television can become a household item the FCC will have to approve certain definite technical standards so that all receivers will receive programs from all transmitters within range, and that the FCC will have to issue commercial licenses for television stations in the channels between 42 and 90 megacycles.

Fight For Channels

JAMES M. SKINNER, president of the associated Philadelphia Storage Battery Co., and also president of the RMA, admitted a selfish purpose in demonstrating television's progress to the press. "We manufacturers," he stated, "are fighting for a place in the radio spectrum, and we need all the support we can get. The Army, the Navy and other government departments are opposing our requests that the space between 42 and 90 mc. be granted for television, and while there are no difficulties that could not be ironed out in a friendly discussion, we have not been given a chance to debate the question. Until we get these channels our television sets, no matter how good, will be worth no more than an automobile without roads. What we want is the help of the press in a television 'good roads' campaign."

But whatever the other stumbling blocks, the demonstration proved that technically, at least, television is fast reaching the point where it is ready for general acceptance. In the ballroom of the Germantown Cricket Club in Philadelphia the company's guests witnessed a 45-minute show broadcast from the studio at the Philco plant some three miles away by Philco's experimental station W3XE, broadcasting sound on a frequency of 54 mc. with 250 watts and sight on 49 mc. with 4,000 watts peak.

The broadcast was received on six home-type experimental model receivers and was viewed through mirrors reflecting black-and-white images from the ends of the cathode-ray receiving tubes. The tubes were 12 inches in diameter; the pictured surface approximately 7½ by 10 inches. The best impressions were received at a distance of about five feet from the receiver; farther away the images were too small to be seen without straining one's eyes. However, the writer felt and heard no expressions of eye-strain following the broadcast, in contrast to the broadcasts at the lower definitions seen previously.

The broadcast opened with a demonstration of the improvement resulting from increased definition. The front page of a newspaper, a watch, and three $1 bills mounted on cardboard to form an "H", were televised both with 441-lines and with the resolution so reduced as to simulate the effect of a 345-line picture. Increasing the definitions made the type of the newsprint appear much blacker and clearer, turned the second-hand of the watch from a grey blur to a distinct moving line, and made the serial number of the bill legible to those closest to the receivers.

"Television Fashion Show"

THE remaining part of the broadcast, all in the 441-line images, included two songs by Miss Helen Hughes, in the studio; pictures of the flood from a Movietone newsreel; an outdoor shot of an announcer on the roof of the factory, including a closeup of the antenna; a musical movie short of a girl band; an interview of Connie Mack, manager of the Philadelphia Athletics, by Boake Carter, Philco commentator; and concluded with the first "television fashion show."

F. Raymond Johnson, president of Bonwit, Teller & Co., Philadelphia department store which cooperated in presenting the fashion show, introduced it by saying that at present a few hundred women are invited to the store to see the new styles, but that he can visualize arranging the most elaborate shows, advertising them with large newspaper space, and presenting them to tens of thousands of women through television right in their own homes. "It does not require any great stretch of the imagination to see what this will mean to our distribution system," he said.

(*Continued on page 87*)

To date—(Feb. 6)—listeners have sent WLS more than $83,000 as contributions to the Red Cross fund for relief work in the Ohio-Mississippi flood districts.

We welcome an opportunity to thus make public acknowledgment of these gifts—and to again thank WLS listeners for a generosity that has never failed when called upon to aid those less fortunate than themselves.

We pay our respects, too, to radio stations, both in and out the flooded areas—to WSM, WHAS, WWVA, WSAI, WCSH, WPAD—and the many others, who, alone and in the finest spirit of cooperation, so wholeheartedly gave their time, their energy—and their stations—to the relief of their flood stricken people.

WLS

The Prairie Farmer Station

870 KILOCYCLES

Burridge D. Butler, President. Glenn Snyder, Manager

Banks Like Their Program, Survey Shows

Reaction Is Generally Favorable, 'The American Banker' Finds in Rounding Up Views of Joint Sponsors

BANKERS in general are pleased with results of the cooperative Philadelphia Symphony series on CBS, Fridays, 10-10:30 p. m., which got under way in November, according to a survey made by *The American Banker*. The publication states that "the replies represent a fair-sized cross section of the whole group participating, and while the response may be subject to more detailed analysis, it is probable that the early reaction will not be much changed.

The American Banker continues:

"The great majority of the banks sharing in this new venture for them appear much pleased and gratified with the first reactions received from their friends and customers; but there is here and there a word of criticism both from the public and the bankers which may serve as a guide in future broadcasting plans.

"Each half-hour program comprises a concert by the Philadelphia Symphony Orchestra, a brief talk by a business leader of a forecast of what business and financial interests may expect from Washington by an experienced observer. It is the first nationwide hookup devoted to banking promotion under a consistent plan of radio broadcasting.

Pointed Comments

"CANDOR and a considered effort to weigh the value of this departure from customary methods characterizes the letters with which bankers have replied to our inquiry. Their comments are enlightening and some are quite pointed. Some were thoroughly 'sold', others reported themselves somewhat unconvinced either way and a few were frankly critical. As might be expected, the comments of customers and the public as received by the bankers and relayed to *The American Banker* range from enthusiasm to criticism. But the preponderance was heavily in approval. For example, here are some of the outstanding comments not from the bankers themselves, but received by them:

"'Nothing better on the air,' orchestra is grand;' 'I am proud of my bank for this excellent public service;' 'farsighted policy;' 'impossible to overstress the desirability of such a program;' 'highly educational and should do much to educate the public;' 'unquestionably the best on the air;' 'will react favorably for banking as a whole;' 'we are astounded at the response and its unanimously complimentary nature;' 'reaction of the public is far beyond our fondest expectations.'

"Opinion appears to be widespread if not general among both bankers and the radio listeners that the music is of a high class and that the dignified nature of the program has reflected credit upon the sponsoring institutions. However, the musical program does not escape all criticism, as some listeners find it 'too classical' for their taste. Others wonder whether it carries the banking message of good-will to the non-banking public where least good-will now exists.

"Among bankers a diversity of opinion develops over the question of whether in the earlier programs there was too much talking and not enough music, or too much music and not enough time devoted to comment by the speakers. There are some suggestions that the whole broadcasting period should be extended beyond a half-hour to avoid 'crowding.'

"A few helpful ideas to enable the individual banks to obtain directly beneficial results from the broadcast through 'hooks' that will place them in communication with new customers are suggested. These include the issue of a booklet to inquirers and an invitation to correspondence between prospective customer and the bank."

Following are excerpts from comments received by *The American Banker*:

Joseph M. Dodge, president of the Detroit Bank, oldest in Michigan, which introduced the program by sending letters announcing it and explaining its purpose to Michigan businessmen and banks: "The form of this letter did not require any reply but in the first week we received 160 letters from prominent businessmen, both customers and non-customers, and Michigan bankers all heartily endorsing the idea. I was under the impression we would have a reasonable number of adverse comments along the line of—why should a bank advertise at all—why use the radio—and why not spend the money for something else—but none of this has materialized. We were astounded at the response and its unanimous complimentary nature."

Beyond Expectations

FIRST National Bank of Pittsburgh: ". . . reaction of the public to this type of broadcasting has been far beyond our fondest expectations."

First National Bank of Chicago —Four out of five early comments received were favorable, with some criticism construed as an expression of ill-will toward banking in general rather than the program.

First Security Trust Co., Salt Lake City—"Reaction of the public and our customers as reported to us by our member banks has been uniformly very favorable and in some cases almost enthusiastic," an officer wrote. "Really I'm quite proud of 'my bank' for this excellent public service," one customer commented. The bank concluded: "We feel satisfied that the results will be entirely satisfactory."

Citizens and Southern National Bank, Atlanta: Mailed letters to group of Atlanta business executives, inviting comments. One comment was, "It might not be a bad idea to embody in these talks something that might invite correspondence from hearers as to points they do not fully understand." Longer programs were requested, which the bank interpreted as "indicating genuine interest and appreciation." The bank suggested: "There has been no particular effort thus far to provoke comment or fan mail. We are considering the introduction of a hook through the offer of a booklet on banking which will not only extend the program on banking operation further but will give us some guage of the volume and character of the listening audience."

Rhode Island Hospital Trust Co.: "Received many favorable comments" and was "very much pleased with the results."

Commercial National Bank, Little Rock, Ark.: "We look upon the forming of this group of banks to sponsor this series of broadcasts as a logical outgrowth of the movement to take the mystery out of banking for the average man, which has been one of the major objectives of the American Bankers Association in recent years. In joining the group, our aim was not so much to advertise our own particular services as to contribute what we can to a better public

(*Continued on page 83*)

A Bank Cashes In on Radio Campaign

Both Business and Good-Will Are Developed

By RICHARD R. ROLLINS
Vice-President,
Bankers Trust Co., Des Moines

Mr. Rollins

THE Bankers Trust Company in Des Moines believes in radio because of the sound principle that understanding promotes good will and consequent business — and that radio is an excellent medium for the promotion of a better understanding of banking, allowing the average individual to become acquainted with phases of banking he possibly did not know existed.

To further this aim, we are sponsors in Iowa of the nationwide CBS Friday evening radio series with music by the Philadelphia Orchestra under Stokowski and Ormandy, and talks by such experienced business analysts as W. M. Kiplinger and Walter B. Pitkin. The half-hour presentation is heard in the Iowa area over KRNT, Des Moines.

But a word of prelude first. This was not the first radio program in our career. For a year prior to our present arrangement, we sponsored over KSO a weekly half-hour transcription show featuring Frank Black and symphony orchestra with guest artists of the Metropolitan Opera. We have also used spot announcements in our endeavor to acquaint people with the services offered by our bank, not neglecting seasonal requirements, such as travelers' checks during the summer vacation season.

Through our earlier activity in radio, we discovered that people are appreciative of any wise suggestions offered by bankers to aid them in financial matters. We found, too, that music on a high plane attracts the audience that is the best prospect for business with a banker, and that the better type of music is quite in accord with the dignity and prestige that a business like banking must command. Thus we have found radio good for banking, and it has proved successful.

Promotional Work

FROM this reasonable test experience the idea came to go into radio publicity on a larger scale, hence our local sponsorship of this important network program, paid for jointly by forty important banking institutions from coast to coast, with total resources well in excess of six billion dollars.

The script for each program is prepared a week in advance by the Wessel Company and mailed to each bank for correction or suggested changes in the part of the program relative to the bank. When finally approved by the bank and the network, it is sent to the local station through which the particular bank is broadcasting, in our case KRNT.

However, we are firm believers in offering cooperative effort with radio, rather than letting it do all the work of securing the largest audience and the resultant good will and business. To this end, the Bankers Trust Company mailed letters on Nov. 13, a few days prior to the initial program, to 4,500 Des Moines business men, announcing the beginning of the series, telling of the features to be presented, and outlining the purpose of the broadcast.

In addition, on the day of the first program an advertisement was placed in the local newspaper and postcards sent to the original mailing list. The Wessel Company also furnishes blotters and posters, and the Bankers Trust Company uses these posters with good effect through the cooperation of music instructors in the public schools, where they are displayed in connection with the program in a music and current event hookup. The Bankers Trust Company is also making use of billboard advertising and car cards, five billboards being used in selected spots in Des Moines.

Of particular interest to people connected with radio should be mentioned the fact that the cue

(*Continued on page 91*)

On with the SHOW

Two men zoom off into the dull gray of an Atlantic dawn and a WOR announcer word-records the flight of their shimmering plane. Vincent Richards peers down into the sun-splashed square of a Long Island court as a tennis champion hits a gas ball with a cat-gut bat and his tense words send thrills to the fingertips of thousands of listeners ...ming to hear. Boats are tossed on an angry sea. A flood leaves tangled boards and broken ground where once a city stood. And behind it all a WOR Special Features man stands, flashing to the listeners of Greater New York history as it occurs, news as it is made, unknowns being shoved upstage into the limelight and champions stepping down into the shadows of the deeds they have wrought. ...nce January 1936, WOR has rolled up 265 curtains on these vast excitements. Since January 1936, WOR has packed all the stirring, heroic, laughable, pitiable things of the world in which we live into a seat up-front. It has built for this station listeners who buy . . . day-after-day, in response to the programs they ...these listeners can be yours.

WOR

Nation Acclaims Radio for Flood Relief

By MARTIN CODEL

Efficient Service and Unselfish Efforts to Save Lives And Property Praised by Adm. Grayson and Officials

FACED with the gravest disaster to befall the nation since broadcasting began some 16 years ago, American Radio in all its branches met its public service test in magnificent fashion and today is being acclaimed far and wide, by highest officialdom, by lowliest refugee and by the people generally, as contributing perhaps more than any other single factor to the relatively low mortality suffered in the widespread Ohio - Mississippi Valley floods now happily receding.

Beyond the safety - of - life mission which the radio stations in and near the paths of the raging flood waters so faithfully carried out, the broadcasting industry at large is credited with being a foremost factor in the American Red Cross drive. The Red Cross has been able to surpass its goal of $12,000,000 largely by reason of the wholehearted activity of stations, networks, performers and sponsors in the campaign for relief funds.

"Frankly," said Admiral Cary T. Grayson, chairman of the Red Criss, "we here at the Red Cross do not know what we would do without radio." [See Admiral Grayson's letter and Red Cross relief director's story on radio's part in flood work on page 21].

On-the-Scene Stories

Amplifying the extensive early reports on radio's role in the flood crisis published in its Feb. 1 issue, BROADCASTING in this issue undertakes to present a more thorough picture of what radio did, and in many cases is still doing, as the swollen waters engulfed cities and hamlets and forced hundreds of thousands to flee from home and office and factory. By telegraph or telephone first-hand accounts were sought from every radio station in the flood zone, and the stories which follow in these pages, most of them by actual participants in the battle against Nature's ravages, are far more graphic and eloquent than any mere off-the-scene reporter could tell.

Viewed in the large, however, and after studying the reactions of officials, the press and the public, as well as conversing with men on the firing line, it is evident that the Great Flood of 1937 gave radio —broadcasting, amateur, police and military services alike—an opportunity to write a glorious chapter in its brief history. It gave radio a chance to prove its value to humanity in distress, a sort of "standby" value which everyone in radio is aware surpasses by far its importance as an entertainment, educational and commercial vehicle.

ADMIRAL CARY T. GRAYSON

Radio proved to the world and to its critics that its tidal wave of kilowatts could be a powerful defense even against Nature's terrors—proved it so effectively that the government found it unnecessary to commandeer the wave lengths, as it might readily have done under the emergency section of the communications law.

Hardly a word of adverse criticism has been directed against radio itself in the 24 or more days since the crisis began. The men and women of radio who were directly on the firing line fought the good fight around the clock, acting as official agencies to forewarn and thus forearm the public, to direct rescue and relief workers and to raise relief funds. Without radio, as anyone tuning in the wave lengths during the more anxious moments of the crisis could readily discern, the loss of life would inevitably have been greater and the task of rescue immeasurably more difficult.

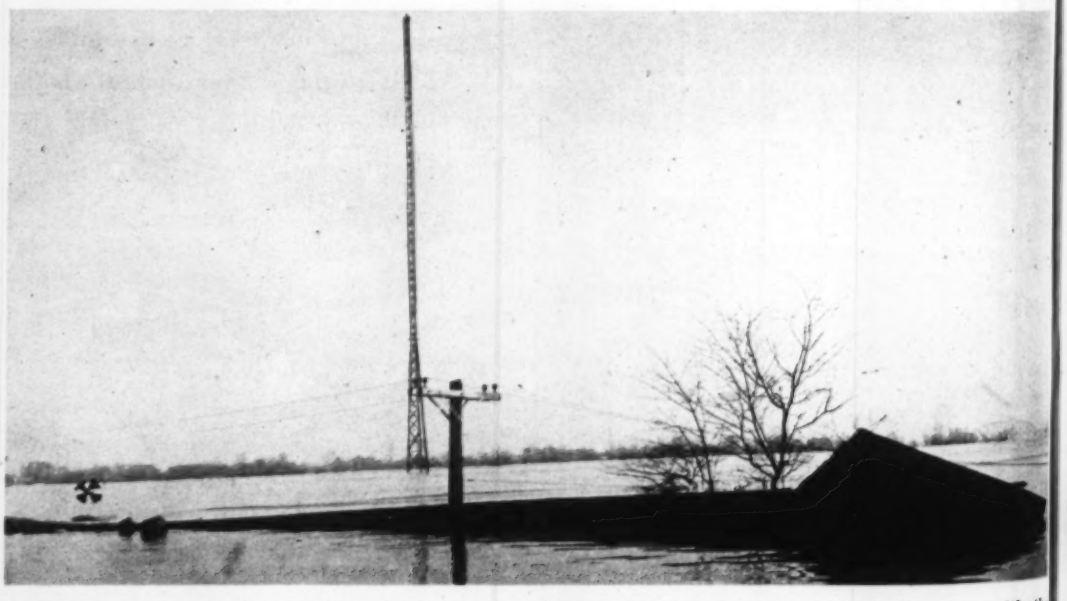
A few "sour notes" were heard, but they were of minor consequence. They had to do with charges that some radio stations broadcast false alarms and misleading reports, that one noted commentator distastefully and unduly dramatized the disaster, that an official censorship in one or two quarters discounted the true loss of life. To the everlasting credit of the press at large, however, it should be noted that in every beleaguered community the newspapers joined quickly with the radio stations in the main task of accurate reporting and warning; in some instances, where the newspapers were washed out, they turned their staffs over to radio. By and large the newspaper comment on radio's flood work was overwhelmingly laudatory and gave due recognition to radio's speedier, more far-reaching and more penetrating capacity to reach the people in an emergency. [See newspaper comments on pages 70 and 71].

Inestimable Losses

SO FAR as radio itself is concerned, its losses still are incalculable. The casualty roll among the radio workers includes only a few injured but many sick from exposure, exhaustion or undernourishment from being marooned away from food and water supplies—but none dead, so far as is known.

The physical losses to transmitter and radio plant and equipment and the losses of revenue may well run up to $500,000, although this is merely a guess. Fortunately for the people and the rescue and relief workers in the flood areas, there were few transmitting plants thrown out of commission and those that were out used speedily improvised auxiliary equipment to get out their messages. Hard-hit Cincinnati, its power supply partly lost, cut down on radio's power but kept its stations on the air; harder-hit Louisville, losing its power supply entirely, was able to get auxiliary generating equipment to its stations and keep them on the air with only a few lapses.

Stories of heroism and of unselfish devotion to the cause of humanity and to one another are still coming to us out of the flood zone. Stations and networks and newspapers forgot their rivalries and



WET FEET—The vertical radiator of WGRC, New Albany, Ind., is shown in 15 feet of water, with the transmitter house entirely immersed at spot (X) at left of photo, 300 feet from the radiator. At right are remains of Silver Creek Country Club, with telephone pole showing depth of the water in the vicinity.

their differences entirely in the important task of keeping on the air, getting messages to the endangered and the stricken, reuniting families and broadcasting news to the outside world. The loyalty of WSM, Nashville, in carrying the broadcasts of WHAS, Louisville, for more than five days without cessation; the loan of generator equipment to WAVE by WHAS; the devotion to duty of the powerful WLW, Cincinnati, ordered to remain on as near normal a schedule as possible to hold audience for emergency reports and to allay panic among the four-fifths of that city that was not in danger; the establishment of the "voluntary intercity network" whereby some 200 stations throughout the country picked the WHAS-WSM broadcasts off-the-air for hours on length; the 500 or more hours of ceaseless broadcasting by WREC, Memphis, believed to be a record for continuous broadcasting; the dispatching of men and equipment by stations and networks to help and relieve fellow radio workers in the flood zone who were near to collapse from exhaustion; the magnificent cooperation of amateur, police and military radio services —each of these episodes is a saga in itself.

Into the task of rehabilitation, radio already has plunged itself earnestly. The heavy commercial losses which many stations have suffered are being made up, according to reports now reaching us, by increased schedules from sponsors. Some advertising agencies and sponsors have directly notified the stations in the flood zone that they will fully make up the revenue losses; even while the terror was at its worst, many of them immediately ordered stations and networks to cut out all commercial script in their programs and devote that time to Red Cross appeals and notified them that they did not expect any rebates.

Help From All Sides

THIS unselfishness was matched by that of fellow broadcasters who rushed to the aid of their colleagues. WFIL, Philadelphia, for example, chartered a private plane and sent Engineers Frank Becker and George Brazoe with 300 pounds of equipment in response to a request from WHAS. WLS, Chicago, rushed Operators Tim Rowe and William Anderson and John Baker, special events man, to Evansville with a mobile unit. WHKC, Columbus, sent Larry Roller with its mobile equipment into the Ohio flood areas immediately the danger became apparent. WGAR, Cleveland, sent a crew with two transmitters. WGN, Chicago, likewise shipped available equipment to the distressed area, as did other stations.

RCA and General Electric placed men and equipment at the disposal of officials and stations, and they were dispatched to key points. NBC had 15 mobile units on the job from its various stations. CBS sent similar units and men out of Chicago, St. Louis and New York. Mutual sent men out of New York who worked with those of its member stations. KSTP, St. Paul, rushed three men with a mobile unit to Mound City, Ill., where they were put to work on an Army barge and did splendid service. The Iowa Network had an announcer and engineer at the Sikeston, Mo., Red Cross headquarters and refugee camps.

These are only a few examples; it would take volumes to recount all of them. Through the days and nights when the rivers were still rising, the stations and the networks, even those safely remote from the flood areas, stayed on the air without stopping in order to do their part.

The great work of such other stations located directly in the flood's path as WREC and WMC and their local affiliates in Memphis; WCKY, WKRC and WCPO in the Cincinnati area; WPAY, Portsmouth; WCMI, Ashland; WEBQ, Harrisburg; WGRC, New Albany; WPAR, Parkersburg; WWVA, Wheeling; WPAD, Paducah; WSAZ, Huntington and KTBM, Jonesboro, is recounted in first-hand reports on other pages in this issue.

While it is manifestly impossible to give all credit where due, the scattered reports received from stations in various parts of the country and from networks telling of their Red Cross drive successes are revealing. All the big networks staged benefit performances, to which the biggest name artists in radio readily contributed their services, and these raised hundreds of thousands of dollars for the Red Cross drive. Many of the stations staged their own local benefits, and on Feb. 12 the three big networks staged a super-benefit from 12:30 to 2:30 a. m. which featured just about every big name star in the radio firmament, charging $1 to $10 per seat in the Radio City Music Hall.

The worst, so far as human safety is concerned, now seems to be over, but as radio plunges in with the rest for the task of rehabilitation, its faithful workers must feel a sense of elation for a job well done and a sense of satisfaction in the tribute from Admiral Grayson: "We here at the Red Cross do not know what we would do without radio."

THE AMERICAN RED CROSS
NATIONAL HEADQUARTERS
WASHINGTON, D. C.

Mr. Martin Codel
Broadcasting Publications, Inc.,
National Press Building
Suite 870
Washington D.C.

February 2, 1937

My dear Mr. Codel:

It is a great pleasure to me to answer your letter of February first in reference to the work which the broadcasting industry of America has been doing during this critical emergency in the Ohio and Mississippi valley flood areas.

Frankly, we here at the Red Cross do not know what we would do without the radio. Without an exception, the radio stations of this whole country have thrown themselves into the emergency and have almost literally placed their entire facilities at the disposal of the American Red Cross. The radio stations in and around the affected areas in eleven states have placed themselves at the disposal not only of the Red Cross but of all the governmental cooperating agencies in matters of vital communication into and out of the flood territory. They have aided us in directing rescue work and in rushing emergency supplies, such as food, clothing and medicines, into stricken towns.

At the same time, the broadcasting stations of America have been most liberal in broadcasting the Red Cross appeal for the much needed funds to carry on this work for the suffering flood refugees. They have carried our message into almost every home in the land and as a result the response from the American people to our relief fund has been more prompt than ever before.

It is my sincere hope that through your magazine "Broadcasting" you will express to the entire broadcasting industry the very sincere appreciation of the American Red Cross for all of this assistance.

Sincerely yours,

Cary T. Grayson

Cary T. Grayson
Chairman

Red Cross Flood Director Lauds Work of Radio . . .

By DeWITT SMITH
Assistant Director of Domestic Operations, American Red Cross
Director-General, Ohio-Mississippi Valley Flood Relief

Mr. Smith

IT IS aptly said that an army fights on its stomach. But food is no more important to the soldier than communication to the disaster relief worker. The tempo of flood relief work particularly is geared by the status of this all important factor.

When rivers spill over banks, huge areas are involved; hundreds of thousands of acres are inundated overnight, with towns and cities cut off from the outside world. The present debacle has affected a dozen states. More than ever before, the value of uninterruped communications service has been demonstrated.

One of the chief Red Cross relief problems has been to *get* in touch and *keep* in touch with points isolated by the advancing crest. At times, entire counties have constituted blind spots in our graph of relief operations. When we know that a need exists, we can realign our forces to meet it; where we do not know the need, obviously we can do nothing.

Many times during the first hectic weeks of the present crisis, Red Cross workers were balked by disrupted telephone and telegraph service. Wires and poles went down before the onslaught of rushing water. Special crews labored heroically to knot the broken threads of contact with the "outside", but as breaks were mended, other breaks were reported. This was especially true in Kentucky and Indiana.

But there remained—Radio. The Ohio and Mississippi Valleys had been converted into a gigantic spillway, but the air-waves were clear. And now messages, terse, dramatic, began to ride the waves above those in the choppy current far below, warning residents to evacuate, carrying health bulletins to cut sickness and epidemic, reuniting families, aiding in the task of rescue.

The Red Cross has long been cognizant of the value of radio when disaster strikes. In the past, as well as the present, we have received fullest cooperation from the radio industry. Army, Navy, Coast Guard, police and amateur short-wave radio operators comprise an important unit of the Red Cross relief machine.

Perhaps never before have the commercial radio stations been so active and valuable. During the present catastrophe regular broadcasting schedules went by the board and the full facilities of scores of these stations were put at the disposal of Red Cross and federal relief forces. Many radio stations maintained service under almost impossible conditions as the rising flood retarded power and even threatened the lives of their operators. But these men stuck to their posts, maintained contact, and unquestionably saved the lives of others by so doing.

Reports from our Red Cross workers in the field emphasizes the splendid liaison maintained between our relief forces and radio. Our reports are still scattering and the whole story of radio's role in the flood has not yet come to us in our current onrush of relief work. But we have enough information at hand to say, emphatically and enthusiastically, that all America, let alone the Red Cross and the refugees, owes a great debt of gratitude for the remarkable work done by all radio stations in helping us raise our relief funds and particularly by the stations immediately in or near the stricken zones for direct rescue and relief work.

Everyone knows the splendid work done by WSM at Nashville in collaborating with WHAS in Louisville; by WAVE, also in

Louisville in New Albany, Ind.; by all the stations in Cincinnati; by WPAY, in Portsmouth, O.; by WEOA and WGBF, in Evansville, Ind.; by WCMI, in Ashland, Ky.; by the stations in Memphis; by the various stations in Pittsburgh and West Virginia—and by the many others who undoubtedly will get their just recognition as the history of this great disaster is written.

Our early field reports tell how stations in Memphis, from the early stages, broadcast Red Cross advices to farmers in unsafe territory, urging the immediate removal of livestock. WREC handled Red Cross messages day and night and remained on the air for 89 continuous hours. Not only were livestock taken to safety through the joint effort of WREC and Red Cross, but entire townships were evacuated.

George Myer, Red Cross relief director at Memphis, said, "They (WREC) have done a marvelous job, and they have followed Red Cross directions like seasoned troopers!" And to WMC in that same city and the various smaller stations there we also owe a real debt.

At Cincinnati, WLW, WSAI, WKRC, WCPO and WCKY at Covington, Ky., helped the Red Cross locate missing persons, broadcast warnings and relayed Red Cross advices to guard the public health. Shortwave stations at Cincinnati, picking up other stations inside and outside the flooded zone, relayed Red Cross messages and kept us in constant touch with outlying territory.

A Big Job Done Well

MAURICE REDDY, directing Red Cross relief operations at Cincinnati, said: "Radio has done a big job and done it well. The assistance of these stations has been invaluable. The nation owes them a debt of thanks."

Charles Carr, Red Cross director stationed at Evansville, Ind., states that a shortwave transmitter was set up at his desk. This enabled him personally to direct relief operations across the Ohio in Green River counties of Kentucky which he had been unable to contact.

Shortwave transmitters were set up by the Coast Guard in Red Cross relief headquarters at Evansville, Memphis and St. Louis and greatly facilitated operations from these key points. These concrete examples of the benefit of radio and the splendid cooperation of radio personnel do not tell the whole story. They are merely isolated examples. Others will continue to reach us at National Headquarters.

We know that many local stations have aided Red Cross Chapters with the work of emergency rescue; these stories in detail will come in later. Radio has speeded the task of reuniting families and the Red Cross program of family welfare which is invariably a running mate to our work of direct relief.

Radio has played an exceedingly important part in raising quickly the Red Cross relief fund to ease the suffering of, and rehabilitate, flood victims. Radio has cut corners and reached millions in an incredibly short time. The spontaneity of America's response to the Red Cross appeal is proof of this. Never before has popular contribution raised a fund so quickly.

The national broadcasting chains, individual stations, announcers, technicians, sponsors and artists have been extremely generous in giving and filling time. The American Red Cross is pleased to make public acknowledgment of these things.

Fifty-three years ago Clara Barton, founder of the American Red Cross, rushed relief to sufferers in the same flood amphitheater upon which America's attention is now riveted: The Ohio River basin. Times have changed. Then, in 1884, telephones were just coming into popular use, with the first switchboard erected in 1878. Now communication facilities have outgrown adolescence and the administration of relief can be more surely, more quickly, handled.

Radio is no longer purely an instrument of entertainment; it must also be reckoned a primary instrument of contact, with the sound waves of the air an arterial highway which is kept open always.

VENICE IN AMERICA—WLW tells about Cincinnati's flood from a street 12 feet under water, getting about the wet regions in a Coast Guard boat. Left to right are Dave Conlon, engineer with pack transmitter, and Peter Grant, chief announcer, speaking from Pearl and Vine streets. Boat crew in rear consists of Coast Guardsmen.

Cold, Fatigue, and Hunger Are Ignored As WHAS Struggles to Help Victims

By GLADYS SULLIVAN
WHAS, Louisville

"A WELL-ORGANIZED lunatic asylum!"

These five words, spoken by an observer, come nearer describing the WHAS staff than any of the millions that have hummed along the wires from this stricken area, since that tragic Jan. 23, 1937, when Louisville gravely admitted to itself for the first time that real peril stalked.

In 1884, a grim record had been set. The river reached an unprecedented stage of 46.7 feet. Now that record was reached — now passed—rain pouring in merciless torrents—the river gone mad!

On Jan. 21, not realizing the roles they would play during the days to follow, WHAS employes stepped upon the stage as the curtain went up on a play called "The Flood of 1937".

At 11:29 the morning of that day, Thursday, the first warnings to annually flooded areas went out.

On Friday, Jan. 22, WHAS, rendering its customary service of broadcasting from the scene as a matter of news to listeners, sent six announcers and five engineers out into the affected areas, clad in hip-boots and other weatherproof garb. With them went Neville Miller, Mayor of Louisville, whose first broadcast on flood conditions was made from a little grocery store, whose occupants, at the moment, were being moved to dryer, and as was realized later, safer grounds.

But the following day, Saturday, after a ray of hope in the form of cold weather, a blanket of sleet, came another day of warm spring rain, and the crashing of all Louisville flood records.

No Time for Sleep

WHAS fairly plunged into the picture! Its staff, volunteers from all departments of the *Courier-Journal* and the *Louisville Times*, marooned on the small island of dry land around the building, fell to, and launched upon a service to humanity few outside the little world that was Station WHAS will ever know.

Thirty-seven telephones, each manned with "phone man" and typist, served through a switchboard where four girl operators worked in 12-hour shifts, brought in the unending cries, "Send a boat!"

No time for nerves! Less time for hysteria! Not even time for sleep in that first act of the tragic drama, the scene of which now had spread over two-thirds of Louisville, mile upon mile of adjoining territory throughout Kentucky and Southern Indiana.

Though no one was aware of it, that old spirit of, "The Show Must Go On" settled down over WHAS, and amid conditions no one believed himself capable of enduring in normal times, the "show" did go on—and on—and on! Everybody knew that if the curtain should once ring down, the result would be panic in Louisville and probably death for hundreds in the flooded areas.

And now in the second act came the stunning blow! An official of the Louisville Gas & Electric Co. telephoned at 4 o'clock Sunday afternoon, Jan. 24, that after 8 p. m. there would be no more power. The last sandbag dikes at the riverside power plant were giving way. (They managed to hold on until 11:39 that night, and were able to resume power to WHAS transmitter at 3:15 a. m. Monday, but this was not known when the call came in at 4 o'clock.)

Here was real tragedy!

That one little tinkle of one of the battery of phones could mean turning a deaf ear to the urgent cries, "Send a boat! For God's sake, send a boat, my baby is dying!" "Send a boat and stretcher, my mother must be moved into a hospital!", seemed impossible.

This couldn't happen! Helpless thousands out there, waiting, their only means of escape, the boat calls over WHAS.

And it didn't happen!

A moment of hopelessness, then wits whipped to action by strain and unceasing service — a new plan!

Neighbors! Good neighbors! When one runs low on sugar and eggs, neighbors are called upon for a loan.

WSM, Nashville — WFBM, at Indianapolis— WCKY, at Covington—WLAP, at Lexington. Good neighbors, all! And they had power to give!

WSM Comes Through

LIKE a flash, to the teletype dashed the assistant manager of WHAS to contact the general manager of WSM. To the telephone rushed an engineer. WSM must be reached quickly, by whatever means at hand. As always, when minutes count, the brief moment of waiting seemed hours. And then —contact by teletype! WSM must assume the burden, or the errands of mercy, directed by the unceasing boat calls, must stop. Would WSM come to the rescue? It would! Without a waver, WSM flashed back—"We'll pick up at 8 p. m. or whenever you leave the air."

As these never-to-be-forgotten words appeared across the carriage of the teletype, WHAS immediately ordered the telephone company to install a radio telephone circuit between Louisville and Nashville. Batteries already had been installed to supply current to the temporary broadcast equipment in the control room, and connections made to the microphones in the studio. All was in readiness as the telephone company finished the circuit. WHAS also ordered at this time, regular receiving circuit between Indianapolis and Louisville, to be used as a transmitting circuit from Louisville to Indianapolis, and arrangements were made, in the telephone offices, to energize both these circuits with the program of WHAS. This further assured the NBC connection through WSM at Nashville, and the CBS connection through WFBM at Indianapolis.

The Southern Bell and the American Telephone & Telegraph companies did a superhuman job in rearranging these circuits in less than an hour, when ordinarily this would take at least a day.

The WCKY connection at Covington was made by air, rebroad-

casting WHAS. WLAP, Lexington, first was fed by wire, but this circuit becoming inoperative, they also, had to be fed by air.

As the lights began to fade, in anticipation of what would happen, WHAS engineers located a 100-kilowatt power plant at Stanton, Ky., about 150 miles from Louisville. Friends in that city, more than anxious to help, immediately loaded the plant on a truck and started out. It arrived in Jeffersontown, twelve miles from Louisville, about the same time the power went off. Electricians, wire, gasoline, oil, etc., already had arrived at this point, and workers began immediately to put the plant into operation. Just a few minutes before this work was completed, the Louisville Gas & Electric Co. had completed arrangements for the temporary circuit connecting to the Shelbyville Electric Co. to furnish WHAS power.

A Helping Hand

AFTER having this power, WHAS, remembering that WAVE in Louisville was off the air, and that the Brown Hotel was housing approximately 1,300 refugees, decided to send this movable power plant to the hotel to furnish lights, hot water and power, and also to furnish power for WAVE.

Due to splendid cooperation of the L. & N. and Pennsylvania railroads and trucking companies, this was accomplished after 24 hours of work; the plant is now in operation in Louisville, and WAVE is back on the air.

Unaware of the bad moments for WHAS officials and engineers, and of the wonders being wrought by all those who had a part in keeping WHAS on the air, the day shift of "regulars" and volunteers gave over telephone and typewriters to the night shift. And always, whether day or night, came the urgent calls—"Send a boat! Send a boat!" Night and day keen ears listened and swift fingers typed. From human being they turned into machines—machines that ground out blessed relief for stricken humanity.

With the fading of the city power, went the light. With water filling the basement, two floors below, went the heat. Oil lamps, candles and oil heaters were installed. The place reeked of the unaccustomed odor of kerosene and tallow. But the "show" went on!

Everything from "Dizzy Dean" sweatshirts to blankets were called into service to stave off the nip of cold that makeshift heaters could not quite handle.

A nightmare, to be sure. But as always, after a bad night, WHAS staff, the volunteers from news, circulation, advertising and sports departments, from composing, mail and press rooms, have pulled through, a bit groggy from the experience, but content in the knowledge of a mighty big job well done. And from the outside world, who listened from ringside seats to this drama of WHAS filling the breach during a large city's moment of disaster, have come words of praise, thanks and admiration.

WPAD, in Midst of Hard-Hit Paducah, Serves as Only Link With Rest of World

Hardest hit of any town in the flood zone, Paducah, Ky. had to be totally evacuated and its 33,000 inhabitants moved to safety. This graphic account telegraphed by the operator of WPAD tells of that station's off again-on again experiences and particularly pays tribute to the cooperation of Paducah's splendid amateurs.

By PIERCE LACKEY
Manager, WPAD, Paducah, Ky.

RAIN that froze as it fell made a beautiful spectacle the weekend of Jan. 10. Trees and shrubbery were broken down, telephone, telegraph and electric light facilities were disrupted and greatly damaged. Before these facilities could be restored to normal operating conditions, the Ohio River started on its disastrous march to an all-time high of 62 feet.

Station WPAD was located in a new one-story brick building that housed offices, studios and transmitting equipment. Not until the water was lapping at the floor joists within eight inches of the equipment did we shut down and move. Then, with the aid of a skiff and four willing men, we moved the equipment 50 feet across water three feet deep up a narrow stairway to the second floor of a two-story brick building that formerly housed the transmitter and power supply.

Here and There

WE THOUUGHT our worries were over but we reckoned without consideration of power. WPAD came on the air again on Sunday midnight Jan. 24, operating 24 hours daily until Jan. 30 when we were forced to shut down because of power failure. Again WPAD equipment was moved, this time to the western end of the city where auxiliary gasoline motors and generators could be mounted.

WPAD came back on the air Feb. 2 at noon and has since operated without interruption. The crew WPAD started with included C. G. Sims, engineer in charge, assisted by Brandon Baker, Lynton Lemond and Murray Dickson. Announcers were Fred Stone, Gene Peak and yours truly, who also performed—and I say it modestly—as chief cook. For the first four days, with water three feet deep all around us, we had no boat. Then we confiscated a skiff with which we were able to secure food, fuel and water by paddling a distance of three miles.

WPAD was the connecting link of communication between downtown Red Cross headquarters in the Hotel Irvin Cobb, from which point rescue boats were directed, and the west end headquarters. The point of landing refugees was some two miles west of the hotel. Our connections were made possible through the tireless efforts of Warren Middleton and his amateur station W9CXD, who received our messages and delivered them to headquarters.

WPAD had the only telephone operating in Paducah through the Southern Bell and every long distance telephone call received and transmitted from Paducah was handled through WPAD—and, believe me, there were many hundreds of them from practically every state in the Union. Thousands upon thousands of messages were transmitted over WPAD to those in the flood waters, from those safe on high ground and from those in the water areas to their loved ones who had been evacuated. Of course, these messages were interrupted when official business called.

And Still It Rains

IT WASN'T funny for five days and nights to listen to the ringing of two telephones and three short-wave receivers and answer them all intelligently. In many instances, where the parties were known, members of WPAD personally investigated and secured information regarding the condition of those who would not leave the second floors of their homes. We feel that W9CXD, owned and operated by Warren Middleton, assisted by John Martin, Herman Schneidman, Robley Williams, Mrs. Warren Middleton and many others, along with WPAD, rendered a real service to our people because of the enthusiastic acclaim with which all of us are greeted when we go among the people.

Seven-eighths of Paducah is still under water (Feb. 8) and while the city isn't under martial law we have National Guard and Regular Army troops stationed at the water's edge to prevent people from returning to their homes without permission. In the words of WPA administrator Harry Hopkins, Paducah is the worst hit of any city he has inspected.

WPAD is on the air to stay until all flood dangers are removed. We are operating on 250 watts daytime and 100 watts at night. At this moment Paducah is being subjected to a torrential rain.

FLOOD MIRACLE
Body of Horse Was Cause of WHAS Line Breaks

THERE were anxious moments at WSM during the broadcast of flood bulletins from WHAS studios in Louisville. A single telephone circuit from Louisville to Nashville kept rescue and relief workers in Louisville informed of their duties by way of WSM when the Louisville station's power failed.

Numerous times during the 80 hours of continuous broadcast over this line, momentary interruptions created these anxious moments. As the flood waters receded, the reason for these interruptions came to light: The body of a horse was found draped over the lines, submerged in the waters!

Said L. B. Rodenhaven, manager of the Louisville Safety Council, who directed the Louisville rescue work by the WSM signal as he cruised in the *Top Flight:* "I don't know how the lines held and I shudder to think what might have happened had the line gone out. Surely, God was on our side."

THE popularity of American radios in foreign countries is evidenced by the record export total achieved during 1936. The Department of Commerce reports that U. S. radio equipment exports last year amounted to $33,938,435 as compared with the previous year's $25,454,734, the former record. About half the value represented complete receivers.

RESCUE WORK GOES ON—At left is part of the filing crew of WSM's "Bureau of Missing Persons" to which state highway patrolmen rushed lists of refugees from all camps, with their messages and other information about them, which were broadcast at regular intervals over the WSM-WHAS hookup; later, when the worst was over, WSM turned over the entire file to WHAS which is still continuing the work. Center photo shows the Mutual Network's field car and crew rushed by Memphis, the picture being taken at the Coast Guard base on Beale St. and Riverside Drive; left to right: Dave Driscoll, WOR special events director; Howard Barnes, WOR announcer, and Engineers Wallace H. Coulter and Grover Godfrey, of WNBR, Memphis. At the right are two WHAS engineers working in a candle and lamp-lit control room, sending out emergency calls on a battery-operated remote pickup. This setup proved effective in the tremendous task of saving life and property.

WREC Sets Up Elaborate Amateur Net And Maintains Steady Service for Days

By HOYT WOOTEN
Manager, WREC, Memphis

WREC, Memphis, has been on the air continuously for 432 hours at this writing [Feb. 9], lending vital aid in the evacuation of flooded areas, getting rescue to people marooned in stricken areas, aiding Red Cross, Army and other relief officials and, through its broadcasts, WREC has raised over $70,000 for Red Cross relief funds. The station will remain on the air until the flood crisis has definitely passed.

WREC began its flood activity Thursday, Jan. 21, with a broadcast from the courthouse in Blytheville, Ark., when the flood first became acute in the Big Lake district, about 14 miles northwest of Blytheville. At 9 p. m. that night, S. D. Wooten, chief engineer, and Roy Wooten, chief announcer, arranged a shortwave pick-up from the levee at Big Lake, and 15 minutes of this broadcast was taken by CBS. Shortly after the broadcast, the Big Lake levee broke and WREC's facilities were used in urgent calls for boats, clothing, medical supplies and in directing relief workers to marooned people. This communication was a two-way contact, enabling WREC's listeners to hear the appeals direct. Aid was rushed to the stricken area.

Worse and Worse

THE FLOOD situation became worse Friday and by afternoon the town of Leachville, Ark., was isolated. The postmaster there called WREC by telephone, his call routed through Kansas City, St. Louis, Chicago, Detroit, Columbus, Nashville, thence to Memphis. He informed WREC listeners of the situation in Leachville, then critical for more than 100 who were marooned atop the schoolhouse. Aid was dispatched to these people.

WREC's engineers established a central receiving station at Whitehaven, Tenn., nine miles south of Memphis, in charge of Wilson Raney, plant engineer. As the situation grew worse the chief engineer and chief announcer contacted amateur shortwave operators and succeeded in building up a network including two commercial stations and amateurs in all vital points between Cairo, Ill. and Helena, Ark.

WREC found itself so busy directing flood activities that it had no time to instruct the amateurs from its own 600 kc. channel. Amateurs were requested to stand by on two channels, with WREC's regular channel on 600 kc. and with W4DJZ in Memphis, operated by T. O. and Russell Bailey. This amateur station served as a cueing transmitter for all relay work, thus providing two complete outgoing channels.

The microphones connecting the shortwave contacts with WREC were located in the central receiving station, connected with WREC's master controls at the studio. This gave the studio announcer and the receiving engineer communication with either of the outgoing circuits, both transmitters being operated simultaneously and remotely.

This setup was in operation Sunday morning, the network including commercial stations KBTM at Jonesboro, Ark., and KLCN at Blytheville, Ark., in addition to the following amateur stations: W9JNG, Caruthersville, Mo.; W5DZK, Paragould, Ark.; W9CXD, Paducah, Ky.; W4DOF, Osceola, Ark.; W5BKD, Walnut Ridge, Ark.; W4APC, Paris, Tenn.; W5EPY, Starksville, Miss.; W5CO, Shelby, Miss.; W5BKD, Blytheville, Ark., and WREC's own shortwave outfit, WAEW located at Helena, Ark.

Through two-way contacts with WREC these stations gave their own as well as WREC's audiences timely word pictures of the flood and pertinent information to relief workers, refugees and others. WREC's facilities were used by Red Cross officials, U. S. Army engineers, levee district officials, the weather department and other relief workers.

WREC, meanwhile, was too busy with the flood to handle programs. Both local and network programs were erased from the schedule and the entire facilities of the station were devoted to flood activity. Its staff worked constantly and neither myself, in active charge, nor any member of our staff thought much of sleep. We caught naps as time and the number of relief men made a few winks possible.

I issued the first WREC call for Red Cross funds Sunday following President Roosevelt's appeal for Red Cross donations. The first response, a check for $25, was brought into the studio within five minutes after the broadcast. Contributions continued throughout the day and, by midnight, Sunday, pledges for more than $10,000 had been received in WREC's studios.

Meanwhile people crowded into the studio, the telephones rang continuously. More phones were installed and, as fast as possible, WREC broadcast appeals for information about localities within the flood area. A woman sought information concerning her family in Paducah, and it was broadcast. Within 30 minutes she called WREC saying, "My family is safe."

The crowds in and around the studio grew until we had to ask a police detail both to guard the Red Cross funds and keep order.

WREC's broadcasts for any needed service or any needed item met with almost instant response. A call for women to answer the studio telephones was answered by nearly 100 women within 20 minutes. A call for clothing and bedding for use by the flood refugees was answered within a few minutes, more than six carloads of clothing, blankets and other needed clothing being brought to the studio before arrangements were made to have the donated materials picked up by laundry trucks.

A filing system was established to separate the messages pouring into the station—messages volunteering various kinds of services as boats for use in the flood, boat operators, motors, more clothing, electricians, doctors, nurses, medicines. WREC handled these calls as a relief agency, and from the assorted messages got the volun-

HOLD 'ER, BOYS—Flying through the air with anything but ease, these four husky gents are trying to keep this 400-pound generator, consigned by NBC's Chicago headquarters to crippled WAVE, in Louisville, from skidding out the back door of this chartered plane. Left to right are Capt. Shelly Charles, pilot; E. C. Cunningham, NBC Chicago night manager; Everett Mitchell, NBC Chicago announcer; Bill Brandt, Westinghouse engineer; George Gardner (standing), Eastern Airlines.

RANDOM SHOTS — (Left) CBS flood reporters stopped at WREC, Memphis, long enough for a photo with station officials. Left to right are S. D. Wooten, WREC chief engineer; Henry Shroeder, engineer on duty; Frank Summers, New York (seated); John Harrington, WBBM announcer; Paul White, CBS director of special events; Harry Flannery, KMOX announcer, and Hoyt B. Wooten, owner of WREC. In center WLW counts up flood relief contributions which on Feb. 1, totaled more than $88,000 in pledges and $50,000 in cash. Left to right are Leonard A. Kellogg, vice-president Crosley Distributing Corp., Powel Crosley III, vice-president of Crosley Radio Corp., and son of its president, and Helene Eckhoff, stenographer. At right is a scene at WEBQ, Harrisburg, Ill., which pitched into flood relief as the torrent struck. In this hastily-posed picture is a part of the staff. Standing, left to right: Inglis M. Taylor, manager; Joe Flannigan, engineer; Joe R. Tate, chief engineer; Dick Ashenfelter, engineer; Eddie Wise, announcer; Bruce Barrington, news commentator; A. M. Mitchell, remote engineer. Seated, left to right: Virginia Crane, program director; May Cook, reporter; Margaret Sundmacher, stenogapher; Bennett Jackson, announcer; Jack Pickering, announcer; Frances Wright, stenographer, and Mary Sutton, switchboard operator.

In Tribute

We, the broadcasting stations of Georgia, realize that all American stations lent their facilities and energies unstintedly in the Ohio River flood disaster of 1937.

We join in commending particularly, however, the extraordinarily conspicuous service rendered by Station WHAS, Louisville, Ky., and Station WSM, Nashville, Tenn.

We consider their unexampled manifestation of devotion to the public interest not only of inestimable value to the American people but a monumental testimonial to the integrity of the American system of broadcasting.

WATL, *Atlanta*
WAYX, *Waycross*
WGPC, *Albany*
WGST, *Atlanta*
WKEU, *Griffin*
WMAZ, *Macon*
WPAX, *Thomasville*
WRBL, *Columbus*
WRDW *Augusta*
WRGA, *Rome*
WSB, *Atlanta*
WTFI, *Athens*
WTOC, *Savannah*

teer boat operators and boats to needed sections; the medicines, clothing, etc. to the proper locations.

But, as WREC's staff discovered, their job had only begun Sunday as Red Cross booths were set up in their studios and the appeals for information, for supplies and direction activities continued. The chief engineer and chief announcer returned from Blytheville only to find the floor crisis at Osceola, Ark. acute. They sped to Osceola with Amateur Russell Bailey and William Landulana.

Messages Censored

IN OSCEOLA, the WREC staff gave information via shortwave concerning the flood. Maj. James Raybourn of the Arkansas National Guard, and Sheriff Jackson of Mississippi County, Ark., used these facilities to broadcast appeals for assistance. WREC, from this broadcast, had school buses and other commercial vehicles placed at its disposal, and dispatched them to Osceola to remove the refugees to Memphis. More than 3,000 were evacuated from Osceola from this contact.

WREC made no attempt to resume commercial broadcasts until late Tuesday evening, Feb. 2, then only to give its staff a brief respite from its gruelling duties. None had had more than two hours sleep since the previous Friday.

Relief agencies and others had the situation well in hand by Thursday, Jan. 28, but WREC continued on the air, lending all the assistance possible by broadcasting accurate and official information to people in the flood areas as well as to those in districts to be affected later. Official messages were broadcast from the Mississippi levee board, from governors of both Arkansas and Mississippi and other sources.

In addition, WREC set up a censorship bureau designed to prevent false information getting on the air through the volume of messages sent to the station.

Of WREC's two-way broadcasts with their contacts in the flood area, nine CBS pickups were arranged and four five-minute periods were broadcast to London and the British Broadcasting Corp. Felix Greene, American representative of the British Broadcasting Corp., visited Memphis during the critical period of the flood and, after an inspection tour with WREC engineers, used WREC's facilities on his broadcast to London. Paul White, director of public events and special features for CBS, also visited Memphis, but told WREC officials, "You have the situation well in hand." He went elsewhere to view the flood for CBS. During its flood service, WREC maintained its regular broadcast expense as well as emergency expenses, which included an additional paid staff, long distance remote lines, several hundred long distance phone calls, many additional telephones, transportation of relief men and equipment, additional power consumption and a complete loss of program and announcement revenue for several days. This total cost is estimated to be approximately $4,000.

INTO THE FLOOD ZONE — Rushed Tom Riley of the news staff of WHKC, Columbus, to feed reports to it and to its sister stations, WHK and WJAY, Cleveland, and WKBN, Youngstown, and a hookup was arranged with W8LEK, Columbus amateur station, which enabled the four stations to get constant reports through from Marietta, Ironton, Pomeroy, Middleport, Portsmouth and other towns. When the "ham" station's equipment became overtaxed, WHKC furnished auxiliary equipment and relief operators. Here are the men who handled the flood coverage for the station group as they poured over flood zone maps. Standing left to right: Bob French, WHKC production manager; Kline Walker, operator of W8LEK; Fred Joyner, assistant production manager; Foster Lane, airplane pilot who flew with French and Larry Roller, special features director (seated, left) over flood area. Mr. and Mrs. Ray Williams (also seated) are being interviewed about their flight from their home at Moscow, O.

WGRC, Baby Station Of Ohio Valley, Rigs Up Motors and Such to Stay on Air

By STANLEY MYER

WGRC, New Albany, Ind., and serving the metropolitan area of the Falls Cities — Louisville, Jeffersonville and New Albany and with studios in all three cities— came into existence formally Nov. 17, 1936. The station, owned and operated by the Northside Broadcasting Corp., with Charles Lee Harris as its president and general manager, Robert J. McIntosh as its secretary and program manager and Alva E. Smith as its chief engineer, had just gotten upon a smoothly running basis with a well selected staff when calamity struck.

According to U. S. Engineers' reports, 1884 saw the biggest flood ever experienced in the Ohio Valley and it was generally conceded that a repetition of the 1884 flood could never occur again by reason of the Ohio River and its tributaries being locked and dammed.

In planning WGRC a thorough survey was made and the floor of the Transmitter House and the insulators on the tower were located several inches above the 1884 flood crest. Well, Man proposes and God disposes.

This and That

THE winter in the whole Ohio Valley has been unusually wet so the Ohio River and its tributaries have stood at an unusually high mark all during the winter. Then came the big rains. About the time the flood stage was reached in the Ohio River all of its tributaries began to pour in volumes of water and first came the crest of 1907—1923—then 1913, and it looked as if we were going to have a stage above 40 feet. Then came the most unprecedented rains in the history of the Weather Bureau. Almost five inches fell within a period of 48 hours throughout the Central Valley and, out of South Central Indiana through Silver Creek, a flood came that could not find its way to the Ohio River by reason of railroad fills, dams, etc.

When WGRC officials saw that they were in for it they wired the FCC for permission to operate on 50 watts during the flood disaster under an experimental license, then they got together, while the transmitter was at this time partially inundated, grabbed enough parts

HEEDLESS OF EVERYTHING—But flood news and rescue work were all who worked in and out of the studios during the disaster. Top photo of panel at left shows Bill Fielding, production manager of WMC, Memphis, and Clyde E. Baker, chief engineer, in official duty with U. S. Army engineers and Red Cross operating WMC's portable shortwave station from the engineers' steamer *Sequoyah* in the flooded areas. Next picture shows Walter Brester, WLW-WSAI engineer, operating shortwave station atop Cincinnati's Carew Tower, through which for more than a week, 24 hours a day, suburban Mt. Washington maintained its communication with the outside world. Third from top shows Hal Burnett, special events chief of WBBM, Chicago, with Truman Bradley, CBS announcer, broadcasting a description via shortwave from an American Airlines plane flying over Ohio River flooded districts. Below this is shown Fred Edwards, announcer of WKRC, Cincinnati, with Ruth Lyons, women's news commentator, and Lee Bland announcer, on air making Red Cross appeals. Bottom photo shows Harold McWhorter, manager of WPAR, Parkersburg, W. Va., left, with Sarah Heermans and A. Rauch collecting and preparing flood bulletins.

WLW-WSAI Help Stricken Regions, Allay Panic by Selection of Programs

By BILL BAILEY
WLW-WSAI, Cincinnati

and with some "ham" equipment that belonged to several engineers, set up a temporary station to operate in collaboration with the local police authorities.

The water kept coming and coming and the local electrical power went out and still they refused to be whipped. Along went the "ham" equipment to higher ground, in fact, the highest ground in New Albany, which is located at the Silver St. school, and commandeered a sound truck containing a small generator belonging to the Switow theatrical interests to enable them to get out an SOS for a generator. They got out about 30 miles to a chicken hatchery which pulled an 1800-watt generator from its plant. It was quickly set up and WGRC continued to operate.

By this time the 1884 flood crest had been reached and every indication of more water to come—and it did come—almost 12 feet more, so that New Albany was cut off entirely from the outside world for almost a week.

As the local police and fire department were forced to higher ground, the state police and state authorities, including patrol boats, temporary hospitals, military authorities and the Red Cross, came into the picture. They centered around WGRC as a nucleus, with the following result: All boats were quickly radio-equipped. Land cruisers, army stations, Red Cross, hospital authorities and in fact most all agencies were directed through WGRC, as it was the only means of local communication. The result was not a single casualty in the New Albany district due to the flood.

In addition to all this, more than 10,000 personal messages were handled, relieving the minds of families that were separated. A Bureau of Missing Persons was established with the aid of the Red Cross and the evacuation agencies. Down to the time that they discontinued their activities under the emergency permit, not a life was lost and communication continued through radio when all other means of conversing had been cut off.

Working in collaboration with the state police, many hundreds of trucks with emergency supplies were directed to points across the river. All of this occurred while the tower and regular transmitter were under 10 feet of flood water.

Never less than eight typewriters were going. When our own forces began to wear out, volunteers came in. We went through 240 hours without a break.

RADIO played an important part in the Ohio Valley's worst flood in history when the Ohio River reached a stage of 79.99 feet, 17.99 feet above flood level.

The Crosley 500,000-watt WLW remained on the air 24 hours daily during the early crisis to warn those in potential flood zones to evacuate. Keeping in constant touch with W. C. Devereaux, U. S. meteorologist in Cincinnati, and with U. S. engineers, WLW flashed bulletins at intervals.

Instructions were given relief workers whose automobiles and boats were equipped with radios. Throughout a major portion of the flood area, which extended from Pittsburgh to Cairo, Ill., radios of Red Cross officials were tuned to 700 kc. for official messages and instructions from headquarters bases.

Mobile units were given their first major task in Greater Cincinnati and the Crosley Radio Corp. met the job prepared. Paul Sullivan, ace news commentator, drove about the flood area of Cincinnati and Northern Kentucky with a mobile unit. Frequently he would cut into programs with brief interviews with relief workers and refugees. And more often he would permit officials to ask advice from headquarters. That advice, in turn, was flashed back over the shortwave within a few moments. Telephone lines were out in many sections and the only means of communication was through radio.

Suburb Warned

WHEN the suburban residential district of Mount Washington was cut off from the outside and was left without telephone service, Fire Chief Barney Houston of Cincinnati asked Stations WLW and WSAI to broadcast warnings to residents of that district that in case of fire it would be necessary to personally call at the fire station in Mount Washington.

William S. Hedges, general manager of the Crosley stations and former manager of NBC operated stations, immediately ordered Mobile Unit No. 1 to proceed to the Mount Washington fire station. There a gasoline generator which provides power for the mobile transmitter was set into operation and lights were provided the firemen.

Atop Cincinnati's 48-story Carew Tower Mr. Hedges ordered another station set up. Within an hour Mount Washington firemen and relief workers were communicating with headquarters in Cincinnati through the portable transmitters and receivers installed by the Crosley organization. Of that service, John H. Ames, director of safety for Cincinnati, wrote Powel Crosley Jr., president of the Crosley Radio Corporation, this letter:

"It would be impossible for me to accurately measure the true value of the public service which you and your organization have rendered in making available to the community the services of your mobile transmitter. The utility of your equipment in establishing and maintaining two-way communication with the isolated suburb of Mount Washington has been a lifesaver both figuratively and literally.

"In the name of the City, it is my privilege to thank you for rendering this extremely valuable public service during the present emergency."

When word came that Louisville was stricken and perhaps would be the hardest hit of the Ohio Valley cities, Mr. Hedges dispatched Bob Booth and Bob Graef, engineers, to the Kentucky city in another mobile unit. They fought water and mud but after an 18-hour trip over hundreds of miles of detours, the engineers arrived in Louisville and placed their equipment at the disposal of officials.

Then came dispatches stating that Memphis anticipated a heavy flood. Four men, manning another portable unit, flew to Memphis in an American Airlines transport ship, provided by that company for the emergency. From the flooded area south that crew broadcast descriptions of the flood. In one instance they saw a man and woman, marooned on a bridge, frantically waving what appeared to be a red sweater. Through the portable transmitter aboard the plane they notified a station on the ground and relief boats set out to rescue the pair. In that party were John Prosser of the WSAI program department; Douglas Browning, announcer; Walter Brester, engineer, and Fred Thomas, news room writer.

In addition to the mobile units which served on boat, on land and in the air, Mr. Hedges, in a long distance telephone call to Admiral Cary T. Grayson, chairman of the American Red Cross, offered the facilities of WLW for Red Cross work in the Mississippi Valley.

BUSY PUMP—WGBF, Evansville, Ind., had water in front of its studio building and in the building. The telephone company used this pump to keep underground conduits clear of water. The WGBF building was reached via duck boards placed on sandbags.

Through Fire and Water

BUT THE Crosley stations did not stop with placing men and equipment in the field. Special all-night programs were presented for the benefit of the Red Cross flood relief fund. Throughout the day announcers reminded listeners of the necessity of funds for carrying on the necessary relief work and rehabilitation. And WLW scored another victory for thousands of listeners sent in telegraphic money orders, pledges and letters containing currency. As this is being written a total of $87,044 has been pledged and more than $58,000 in cash has been deposited in a bank for the Red Cross by WLW.

Fire which destroyed 18 buildings in the vicinity of the Crosley Radio Corp. Jan. 24 when gasoline floating on flood waters became ignited, hampered broadcast activities only a few minutes. When announcers, engineers and newsroom men hurriedly vacated the main studios, the broadcasting was shifted within a few minutes to the downtown auxiliary studios where Bob Kennett, production manager, and Engineer Bill Symons went into action. For several minutes Kennett talked about the fire as a telephone operator carried bulletins to the studio.

Climaxing its flood activities, the Crosley organization sent the mobile unit from Louisville to Paducah, Ky., where it became WPAD, through authority of the FCC. With WPAD out of commission because of no power, Booth and Graef started their 1,000-watt generator and provided its power.

MEETING THE ENEMY—E. C. Frase Jr., operating amateur station W4FK, Memphis, and a member of the WMC engineering staff, handled communication with 19 official shortwave stations. The clock says 4:15—and it's a. m. In second photo (left to right) are Raymond Limberg and E. H. MacCormack, NBC engineers, and Norman Barry, NBC announcer. The KSTP sound truck (third photo), traveled several hundred miles from St. Paul to Cairo, in charge of Chief Engineer Lester Carr (right) and Operator Fred DeBeaubien. Two WHAS engineers (fourth photo) are setting up an emergency generator to get the station's teletype communication system back into action once more.

Entire Resources Turned to Flood Work by WKRC

Safe From Maelstrom, Station Goes to Aid of Stricken

By MARGARET MALONEY
WKRC, Cincinnati

WKRC, CBS outlet in the Queen City, played its full part in the stirring radio saga of the 1937 flood. Located on a hilltop it might have viewed the rising waters with detached complacency. Instead it threw all its resources, both human and technical, into the community's battle.

Over its microphones, set up in City Hall, Mayor Russell Wilson, City Manager C. A. Dykstra, Fire Chief Barney Houston, Police Chief Eugene Weatherly and other officials gave emergency orders for the conservation of water and electricity and coordinating the city's fight against the flood menace.

Scouts Mobilized

A FEW hours later, WKRC was of still more direct assistance in meeting the situation. The danger of fires had become critical due to the water shortage and the exhaustion of the department by one of the city's worst conflagrations. Householders had to be warned to guard against fires and to conserve the water supply. Many who needed most to be reached lived in homes cut off from radio because of no electric power. Speaking from the Fire Chief's office, Dick Bray, WKRC announcer, asked that all Boy Scouts report to Col. Hubbard for emergency flood duty. Within 15 minutes, enough Scouts had reported to act as house-to-house messengers. From that time on, fires in residential sections fell off sharply.

Scarcely had this been done when still another situation developed that found WKRC supplying the vital communication link.

Of the several bridges spanning the Ohio at Cincinnati only the Suspension Bridge was still open, a single life-line for emergency traffic from north to south. A frantic appeal came from the bridge company that the dyke was slipping and volunteers and sandbags were needed immediately. Just 35 minutes after WKRC had made the announcement, 54 men were on hand with trucks and cars. More came and worked under improvised lights in a driving rain. By 3 a. m. they had filled and transported 2,000 sandbags to the threatened bridge. The single lifeline across a raging river was kept open. "Your station probably held this bridge for flood use by this timely call," declared W. J. Reardon of the Reardon Cement Co., at whose warehouses sandbags were filled.

Meantime WKRC became a communication link between the Red Cross and a public eager to do its share to help. Ruth Lyons, woman news commentator, began an appeal for money and supplies that occupied her for the better part of the week. Supplies—food, clothing and bedding poured into the studios. One of the most tangible and heartening results of Miss Lyon's 140-hour grind was the response of WKRC's listeners to appeals for cash contributions for the Red Cross. Using only its own 1000-watt transmitter and without any network affiliation to carry its requests, WKRC has, to date, raised $49,518 in cash for the "great mother" with more than $50,000 in pledges.

HOW FLOOD HISTORY WAS MADE

Type and Teletype — WSM Grants WHAS Prayer

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MYY  THIS IS WS NSHV 14

 GO AHEAD PLS
IS ED CRAIG OR HARRY STONE THERE   RHIS IS WHAS
NEITHER HR THIS IS DAVID STONE


. .

DAVID THIS IS VITAL   LEE COULSON TALKING
LOUSIVILLE POWER GOING OFF AT EIGHT OCLOCK
WHAS STUDIOS  MUST STAY ON AIR FOR RELIEF WORK
CAN U GIVE US THE ENTIRE FACILITIES OF WSM THRU THE MUTUAL LINES
TO CARRY ON THIS WORK OVER YOUR TRANSMITTER
WE WILL GLADLY PAY FOR ALL COMMERCIALS YOU MISS
WE MUST SERVE THESE PEOPLE TONIGHT
PLEASE ADVISE RUSH AND WE WILL HOLD THIS  WIRE
LEE WILL GE HARRY IN JUST A MINUTE AND CALL YOU QUITE SURE IT IS OK


OK WE WILL WAIT
END WSM DS     WE ARE HOLDING ON
GODD FOR YOU WE LL DO ALL WE CAN TO HELP WILL HAVE HARRY CALL IN
WAIT HERE HE IS ON THE PHONE   OK   HARRY SAYS HE WILL JOIN YOU AT
EIGHT O CLOCK TONIGHT WILL YOU ORDER FACILITIES OR WILL WE HAVE TO
   YES WE WILL GET IN TOUCH WITH TEL CO    BUT U CONFIRM WITH THEM
FOR  US  WE ARE ORDERING CIRCUIT  NOW


MIN
   IF WE SHOULD HXXX GO OFF EARLIER THAN EIGHT CAN U PICK US UP
WHERE WE LEAVE OFF


YES WE WIL TAKE IT ANYTIME


WE ARE MAKING ANNOUNCEMENTS ON AIR TO THAT EFFECT  AND U MIGHT MAKE SIMI
TS
SIMILAR ANNCTS
WE WIL BE GLAD AND SAY IF YOUR POWER FAILS CAN YOU SET UP BATTERY AMP
IN PHONE OFFICE   YES WE SURE CAN AND WILL HAVE A BATTERY AMP AND MIKE AT
AT AT SHOULD OUR LOOP FAIL


MR COULSON SAID GOD BLESS YOU
OK OM WE ARE READY


ARE YOU THRU                    THATS ALL THANKS
ATAND T ARE SETTING UP CIRCUIT
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WHAS via WSM! "Cold type"—teletype—brought into play perhaps the most inspiring phase of Louisville's disaster relief. Far from cold is the graphic report of how the Nashville 50,000-watter turned over its complete facilities to its stricken contemporary in Louisville, related in the teletype exchange between Lee Coulson, WHAS commercial manager and Harry Stone, WSM manager, a portion of which is reproduced here.

It was 8:30 Sunday night, Jan. 24, that WSM ceased all regular service to stand-by WHAS, which anticipated a city power failure. At 11:37 the worst happened. WSM carried on night and day until 4:30 A. M. Thursday, Jan. 28. WHAS then came back with reduced power, but the Nashville station, despite the order of "Go home WSM and get some sleep. . . . God Bless You All" from WHAS, stayed up and monitored the crippled Louisville transmitter in the event of another power failure.

This was the forerunner of the voluntary inter-city network, which tied in at times hundreds of stations throughout the country carrying Louisville relief instructions.

Here is the way the story of the WHAS-WSM hookup is told by Ed Kirby, sales promotion manager of National Life & Accident Co., operating the Nashville station:

On Saturday night, Jan. 23, Harry Stone, just returned from a flood survey up the Cumberland on the US *Lockandam* out of Nashville, teletyped Lee Coulson to see if "there is anything we can do". Lee Coulson answered by saying that the situation then (1:30 Saturday) was under control.

Sunday: The danger grew into an emergency; the power could not hold out. Lee Coulson teletyped Harry. Harry was at home but his brother David, announcer, was on duty. (Note the misspelled words . . . David is not a teletype operator . . . the girl in charge of this at WSM was at home.) David improvised in the emergency and relayed Harry's message. Here it is: "Harry ordered the lines, and within an hour we were ready to go."

At 8:30 o'clock we ceased all commercial and sustaining programs to stand-by WHAS who made anticipatory announcements that they would fail sometime during the evening and that rescue stations should get their directions from WSM. Meanwhile a frantic effort to commandeer all auto radio and battery sets had been going on so the signal could be heard when failure of electric current made all regular radios useless. At 11:37 the Louisville power failed and WSM carried on . . . Night and day until 4:30 A. M. Thursday Morning 28th.

At that time WHAS bulletins were spaced five minutes apart . . . the critical stages of the rescue work had passed. An announcer (Pete Monroe or Foster Brooks) said: 'WSM, this is WHAS calling . . . we will keep our transmitter open to take whatever stray bulletins come in . . . perhaps five minutes apart. Our transmitter is now working with reduced power—go home WSM and get some sleep . . . God Bless You All! (Sleepy announcers, operators and staff help on duty had tears in their eyes when this came through). Despite that warning, WSM stayed up, monitored WHAS to be ready to return should Louisville power fail again.

FORGOTTEN TOWN

Saved as Rowboat Occupant Appeals to WSM

OUT in the steamer *Jayhawker* in the Ohio River near Paducah, Ky., were Jack Harris, of WSM, Chief Engineer Jack DeWitt and Engineer Battle Klyce, with a WSM shortwave unit when a tiny skiff was observed. The frantic occupant, Legion Commander D. R. Kennedy, of Gilbertsville, Ky., told this story:

Cut off from the world when the railroad lines went out, Gilbertsville had become the "forgotten city" of the flood country. In the necessity of saving their own homes and cities, no help had been forthcoming to the small city of Gilbertsville and its 350 citizens. They had little food, no water, scant clothing and beds.

The one row-boat at their disposal had been in service when the *Jayhawker* was sighted in the distance. Kennedy had taken his life in hand to reach the *Jayhawker* and plead for supplies and food for his forgotten city.

"There are 350 people waiting back there," he said, "waiting for me to bring them the word—life or death."

After shortwaving his story to Army officials via the WSM transmitter, the *Jayhawker* got orders to give supplies to Gilbertsville and other help was dispatched from Nashville.

A COMPILATION by Dr. Max Jordan, NBC representative in Central Europe, shows that 2,140 international broadcasts were heard over NBC networks from the time of the company's formation until Jan. 1 of this year. Of these, 1629 were transmitted from more than 30 foreign countries, and 511 were broadcast from the United States to listeners abroad. A total of 487 programs were received here last year, 133 of them from England, 112 from Germany, and 61 from Latin American nations.

XUM

HIGH TRIBUTE—Was paid WHAS-WSM as Harry Hopkins, WPA relief administrator, Gov. Chandler of Kentucky and Mayor Neville Miller of Louisville as they met in the Louisville mayor's office Feb. 6 with radio men while WSM's Bureau of Missing Persons with files of over 20,000 refugee names was being taken over by Mayor Miller's central bureau. Said Mr. Hopkins: "You radio people did a magnificent job. We in Washington listened in day after day. You focused the attention of the nation on a moving national tragedy." Said Gov. Chandler: "I don't know what Louisville and West Kentucky would have done without you. You saved thousands of lives. You brought the help of the whole nation to Kentucky. We in Kentucky shall ever be grateful to Tennessee because of WSM." In this photograph, left to right, are Harry Stone, WSM manager; Lee Coulson, WHAS assistant manager; Harry Hopkins; Mayor Miller; Gov. Chandler; Joe Eaton, WHAS chief announcer and one of its flood heroes; Edward Kirby, WSM public relations director.

They'd Do It for Us, Declares WSM After Long Period of Human Service

By E. M. KIRBY
WSM, Nashville

IN UNDERSTANDING the WSM position in the midst of the flood disaster, it should be explained that WHAS and WSM were hooked together by one thin telephone line flung from post to post and dipping dangerously in the water as the posts swayed in the high water where the lines traversed the flood area. Many times our line would fade, and our hearts would sink—this was because the surge of the flood waters was swaying the poles sideways and the lines would dip in the water. But thanks to Providence they always righted themselves again.

WSM became the mouthpiece for the WHAS announcers when the power lines failed, putting the entire city of Louisville in darkness and disabling all radio sets. It so happened that the telephone lines are generated by powerful storage batteries and these were able to produce sufficient power to carry the voices of the WHAS announcers to WSM's antennae whose 50,000 watts sent their bulletins back to Louisville to be picked up at police and Red Cross rescue points scattered throughout the city. How did these points receive WSM if there was no power? Every radio-equipped automobile in the city was commandeered, every old battery set was suddenly brought out of second hand shops; crystal sets returned with all their glory.

WSM entered the picture purely to be a mechanical lung to our enfeebled sister station. We underestimated our position: We became the voice into and out of this city of over 300,000 souls from whom, thank heaven, over 200,000 were safely evacuated — with less than 100,000 souls remaining there today, minus the number who were drowned, lost, or overlooked in the mad scramble of evacuating hundreds of thousands of human beings in boats that rescued five or ten at a time . . . like picking peas out of a can with a toothpick. But radio did its job and in so doing WSM shared with WHAS in establishing a great tradition.

Picture the WSM situation Sunday night, Jan. 24. We hooked into Louisville at 8:30. At 11:37 Louisville power failed. We were on the air, WHAS with candle lights continued their bulletins telling everyone to tune to 650 (WSM dial spot). Soon other stations asked permission to tune in to 650 and rebroadcast from their transmitters what we were sending. Blanket authority was given by both WHAS and WSM. One, two, three they came, radio rallying to its great opportunity until over 200 stations from the Atlantic to the Pacific were glued at 650 carrying these vital relief bulletins . . . pleas for help, directions, information, from the Atlantic to the Pacific but more importantly from a radio standpoint, from one end of the dial to the other. Even the most freakish set in Louisville at *any point* on the dial now could hear *some* message . . . get rescue directions from WHAS.

And Then the Deluge

THEN came the deluge (and no puns intended). The entire nation was rallying to the Louisville distress signals; wires by the thousands, telephone calls by the thousands, jammed everyone of WSM's 14 outlets. WSM was the clearing house for all relief activities for Louisville and for the nation. Individuals, organizations, mayors, American Legions, doctors, nurses, river men, aviators, farmers, the army, fleets of trucks, churches, schools — everyone that makes up the cross-section of America was represented in the offers of help. Our job was to coordinate these offers, to get instructions from Louisville, to give definite directions, proceed, stand-by, go this way . . .

The local Red Cross office had long closed that Sunday night. We had to act and act quickly. We had to make our own decisions. Louisville said they needed boats. We sent them boats, gave instructions to those who offered boats to proceed to the flood edge. They needed food and blankets and serum and we sent airplanes from South Carolina, Philadelphia, Chicago with the precious vaccines . . . trucks of men and supplies; trucks with Red Cross nurses who hearing the call left immediately. All motor transportation was calling WSM for instructions. Roads were being washed away . . . drivers phoned WSM, or wired asking for new routes. They *had to get to Louisville*.

We got the AAA girls up that night and kept them up with us night after night — changing road maps, rerouting trucks lost on detours—in this mighty effort to get precious candles, lanterns and revolvers on the scene; to get policemen, national guards, Coast Guard boats, and all the other things these 350,000 souls needed and needed, *now*. Every member of the staff at WSM for two days and nights (until Red Cross caught up with the avalanche of succor summoned by radio and established a regional headquarters here); every member of our staff who picked up a phone had a major decision to make, a decision of life and death, and their faces showed they realized it. This is part of the drama in the sudden emergency of radio's great tradition that now proudly takes its place alongside the tradition of the Fourth Estate.

Radio—Saver of Lives

THIS is our end of it. WHAS had even a more glorious story to tell. While WHAS announcers were talking themselves hoarse from 24-shifts at the mike, our announcers were wearing themselves down with 24-hour shifts at telephones and road maps.

Only because radio put relief convoys on the road, on the river and in the air so quickly, was the death rate held down to a minimum. Radio put them in action so fast that all accepted plans for mobilization in districts must be abandoned to *include* automatically the use of radio. After the third day we were told we had so many trucks, men, nurses and supplies on the way to Louisville, refugee trucks were having a hard time to get *out* of *Louisville!* They had to be stopped at Nashville and mobilized for West Tennessee where new flood damages were breaking out.

We stayed on until that happy hour last Thursday morning (Jan. 28) at 4:30 when WHAS said: "WSM: Things in Louisville are settling down now. Go to sleep and get some rest. The worst of the critical rescue work is past here. God bless you all." We in the studios, had tears in our eyes but stood by another 30 minutes. Then came a wire—a wire I shall never forget and which prompted us to take the next logical step in radio's flood relief — the attempt to use the quick means of radio to reunite families separated by the flood, the establishment of a Bureau of Missing Persons. The wire, I regret to say, has been lost somewhere in the stacks upon stacks of later wires it invoked (someday I shall find it and shall frame it). It said: "I am 65 years old, and have been at my radio continuously for the last 36 hours, hoping WSM would broadcast the whereabouts of my son. I will stay here until you mention his name because I know the radio will tell me he is safe."

And so the WSM Bureau of Missing Persons was established on the spot. All hope of sleep or desire for it was left. We stayed on—six at first,, and now grown to a staff of 50. Here's how it works: The American Legion Commander in each city where refugees have been brought gets a complete list of names of those people in the camp and the city from which they fled. These names are all filed and against this file we match the name of people who are inquiring for them. Already our files in four days have jumped to 15,000 refugee names and twice that and more in the volume of inquiries.

Bureau Locates Thousands

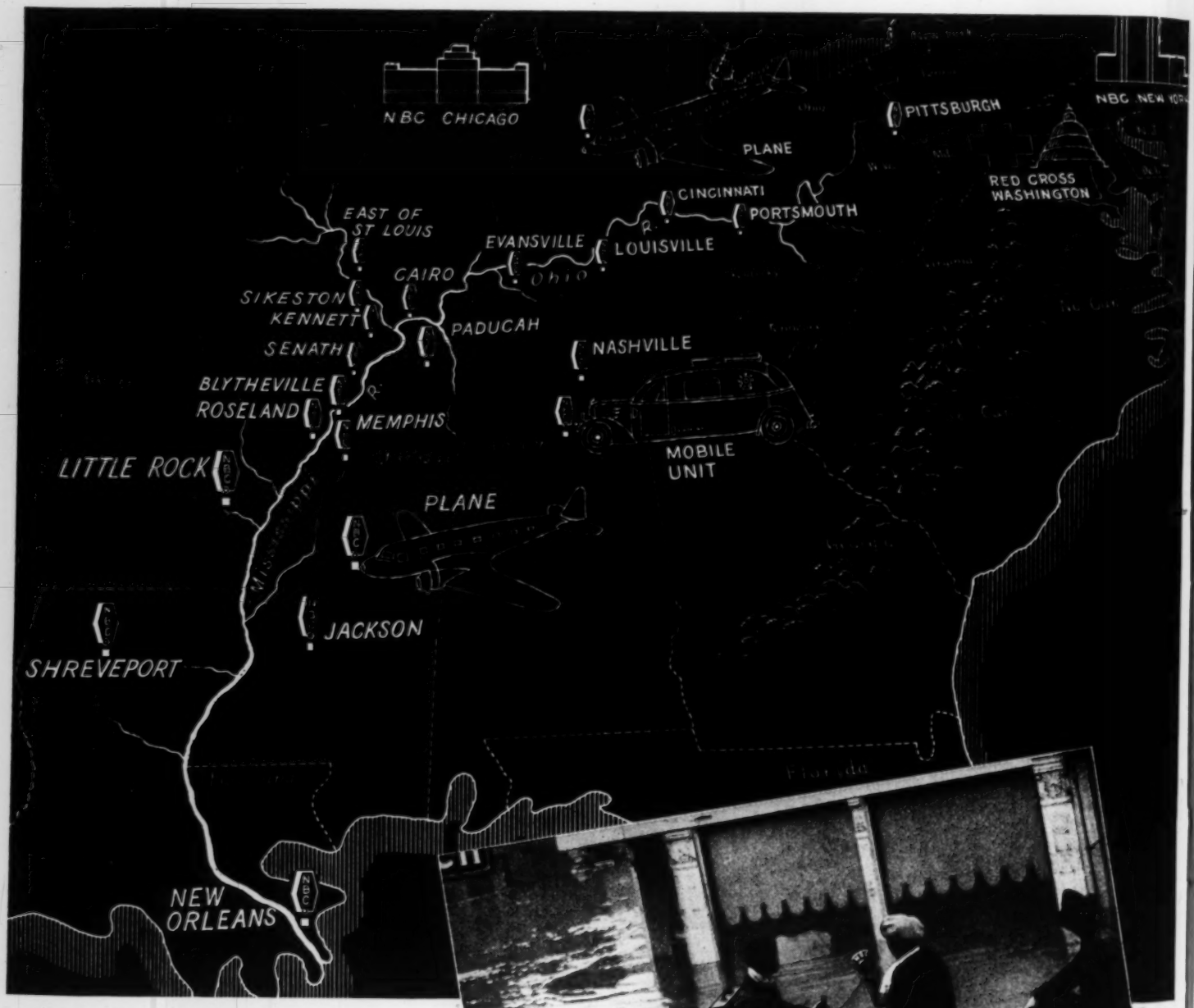
WE HAVE located a couple of thousand people. Those we can't find we file and continuously search the new incoming lists. If we still can't find it, a card goes out to the person who inquired.

Among those who deserve mention is Harry Stone, general manager, who the day before that eventful Sunday phoned Lee Coulson in Louisville offering him help. Even then Lee didn't think they would need it. Harry did a masterful job as did all our announcers and engineering corps, and the staff of girls here who worked through the night, night after night, who just won't go home, including Ottis Devine, Tom Stewart, David Stone, Casper Kuhn and Jack Harris, announcers; Jack DeWitt, George Reynolds, Aaron Shelton, Carl Jenkins, Shelton Weaver, Jack Montgomery and Battle Klyce, engineers; Betty Smith, Harry Stone's secretary; Margaret Ackerman, singer and traffic manager; Elizabeth Hooper, secretary to Ed Kirby; Percy Craig, building manager; Lucille Wright, telephone operator.

We're proud of them . . . we thought you'd be too. We're proud of WHAS who gave radio the inspiration to carry on. We're proud we were able to stand-by. They'd do it for us . . . we'd do it for them again. So would 200 others—in the volunteer intercity network.

INCREASING interest among college students in radio is evidenced by a report from Syracuse University that 45 students have enrolled for its course in broadcasting technique, conducted by Prof. Kenneth G. Bartlett of the School of Speech. The course in past years has sent 70 graduates into commercial radio work.

NBC COVERS THE



NBC Crew on the flood scene.

Only NBC had the benefit of the nationwide facilities of RCA and its family members. These vast resources—including regular and special equipment and personnel—were enlisted by NBC to service more than 1800 miles of flooded areas along the Ohio and the Mississippi.

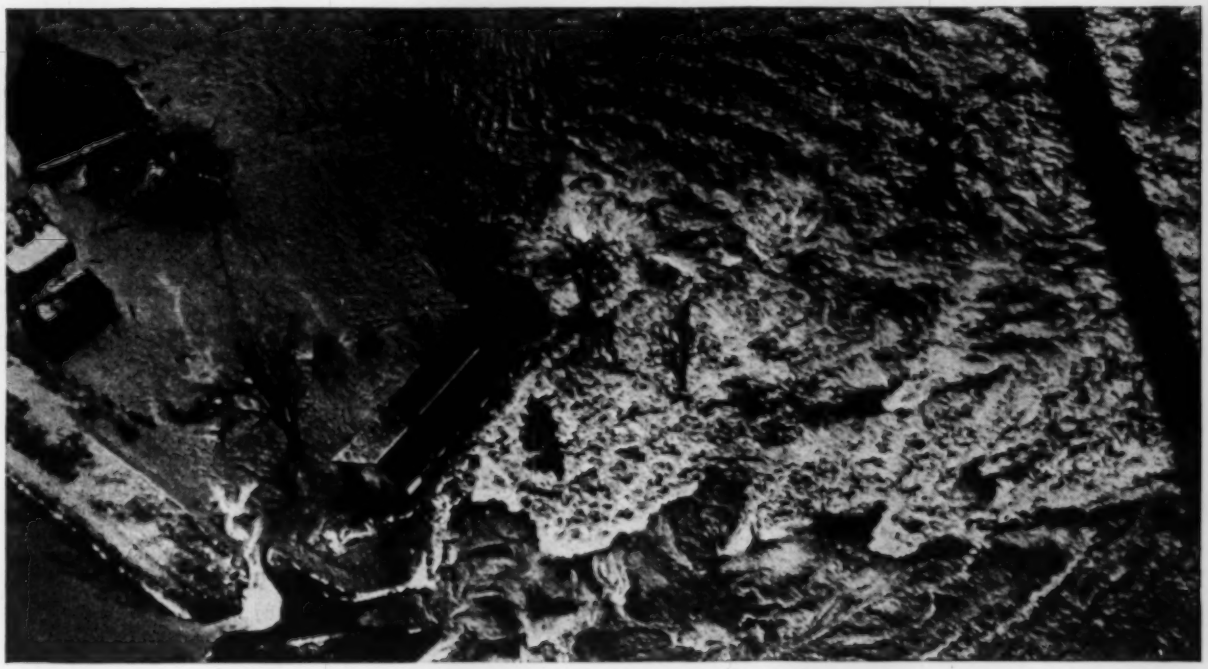
THREE MEN IN A BOAT . . . On Main Street! NBC had 9 complete crews on the scenes of the flooded areas within 24 hours. Here are NBC engineers and commentators giving the world a first-hand eye picture of the calamity, the worst in our history. NBC not only carried the news, but helped in rescue and relief.

FLOOD FRONT...

to keep a waiting world informed

"... I humbly salute radio for its tremendous contribution in this hour of need... The complete story of radio's contribution to flood relief as yet cannot be recorded but sufficient reports have been received to indicate that in the saving of lives, the safeguarding of property and in the raising of funds, radio and the splendid men and women associated with it played a major role... Radio has done a magnificent job."

From a speech by Anning S. Prall, Chairman of the Federal Communications Commission, over NBC Networks



More than 100 Pickups from 21 Cities in 11 States

The *first* flood broadcast was made by NBC at Kennett, Missouri, on January 20th. It was the *only one* that day—and the first of many NBC broadcasts during the week that followed!

From every point, NBC Microphone Crews —announcers, commentators and engineers— kept a waiting world informed. They broadcast from 'planes . . . from boats in the tide-washed floods of Main Streets . . . from mobile units which often replaced the crippled radio transmitters in the cities of the affected areas.

Over the great NBC Blue and Red Networks of 116 stations sped more than 100 broadcasts in that one week. Broadcasts ranging from 10 minutes to 1 hour described conditions as they developed. American Red Cross appeals brought instant and generous response to the stricken. Crisp news summaries crackled into the air from coast to coast. America heard the news—NBC was on the scene.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Temporary Generator Used by WAVE To Broadcast Into Suffering Regions

By NATHAN LORD
Manager, WAVE, Louisville

THIS station was turned over to flood relief on Friday, Jan. 22. Prior to that time we had been giving some flood news but on that day we sent the following teletype to Reg Brophy [NBC station relations director] as in talking to the weather bureau here we sensed what was going to come:

"Flood conditions in Louisville serious. River 40 ft. now, 12 ft. above flood stage. Crest of 45 feet expected by Sunday. May go higher up than that and possibly set an all time mark. Expect no spectacular accidents or tragedy in connection but hundreds of families forced to evacuate. Rescue and relief workers have situation well in hand. Heavy rains continuously last 24 hours and still raining. If you want local pick-up, we will arrange to handle it."

We discontinued all types of broadcasting, commercial and sustaining on Friday afternoon and used the station only for flood messages. On Saturday morning, the 23d, we did use a few network commercials merely to relieve the staff. The only news that we would broadcast was official and came from the City Hall. When the Mayor's Boat Committee asked us to make such broadcasts, we would —but only then. Nothing here was broadcast unless we knew it was authentic. Most of the broadcasts consisted of warnings and messages from the City Hall to the public at large and also from the water and light plants.

We knew that the power was going to fail long before it did and in the meantime had been endeavoring to get a power generator. The power did fail at 11:39 p. m. Sunday, Jan. 24. That night the entire staff here, and in addition, George W. Norton Jr. owner, and his cousin Byron Hilliard, volunteer, and Clarkson Hardaway, another volunteer, ran power lines from our box on the 15th floor of the transmitter room through our large studio and out the window to the parking lot. We got a power generator which was one of the three which the Western Union had on its sidewalk. It was on a dolly with 4-inch wheels and was pulled out here by seven men.

That, of course, was before the water flooded the area where the Brown Hotel is located. We got back on the air with this power generator at 1:25 p. m. on Tuesday, Jan. 26. In the meantime we had made a new bearing by hand for this generator. This generator failed us at 9:25 p. m. Tuesday night. In the meantime, WHAS, due to its transmitter location, had gotten power from the Kentucky Utility Co. and deserves all the credit in the world for turning over to us a power generator which they had obtained from Stanton, Ky.

It took a flat car and truck to get this generator down here. Before it could be used, we had to get 1,000 gallons of clear water to keep it in operating condition. We located a tank truck capable of holding 1,000 gallons in Shelbyville, Ky. It was brought down here and was met by a flat car in Crescent Hill which is a high point in the city. Two groups of relief workers endeavored to commandeer this water for refugees but we got it through. To get it on the flat car it was necessary to pull the king-pin on one end of the car and pull the wheels out from under it. This converted the flat car into a ramp and the truck was brought up on this and then with some jacks put the car on the ground and the truck backed in a railroad route of some six miles and the car was brought into Louisville and unloaded.

Long Way Around

THE POINT from where the truck was put on the flat car and where it was unloaded is not a half-mile apart by air. In bringing the truck in it was also necessary to get some building paper and tools to build a shelter over the generator. This was gotten from a lumber company in the high point of town.

We returned to the air at 6 p. m., Thursday, Jan. 28 and since then have been on a regular schedule. We resumed network broadcasting with the Ford program Friday night. Of course, since then it has been necessary to interrupt both sustaining and commercial programs to give emergency flood bulletins. Our work now is reuniting families. Some 54,000 people were removed from Louisville and no records were kept of this. Only four telephone exchanges are operating in Louisville and of course, the telephone company and telegraph company are swamped. However, by radio we are taking calls and re-establishing communication between separated families.

Of course, the hotel has been without heat since Sunday, the 24th and we have a kerosene heater in our office which came up here Friday night. Prior to that time we could not get one and we wouldn't ask for one because there were a number of cases of pneumonia in the hotel and naturally those people came first. After the ill persons got their heat, the State Board of Health ordered this heater for us. All of us get one-half gallon drinking water daily. This water is boiled and has iodine in it. We also get all the water we want to drink with our meals.

The gas supply in Louisville is available to residents but it is not available to the hotel due to the flood in the basement and sub-basement. Our staff, of course, has lived here constantly. Of course, we cannot bathe. We do have water for flushing toilets. This water is pumped from the flooded streets up into two tanks in the elevator pent-house. Naturally, it would be extremely dangerous to use this water for washing as it is full of sewage. We have been awfully cold at times, particularly, when we were pulling in the power lines as the temperature, I think, was somewhere around 10 above that night. However, with marvelous spirit this staff has operated as if there hadn't been a flood. They kept themselves in trim. We did have a little gasoline generator which we operated and used the Schick razor. All of the boys kept themselves shaved and we cleaned up as best we could with rubbing alcohol.

I must not forget to praise WLW. After our power failure, we broadcast through their facilities, messages of importance to Louisville five minutes each half hour. Also WLW sent us their mobile unit No. 1 which was here for three days and did heroic work. This unit was in charge of Bob Booth and Bob Graef. I have never seen two finer men in my life. With the mobile unit, we were able to establish a two-way communication with the eastern part of the town.

We fed the network while we ourselves had no power using a battery amplifier and using lanterns and candles for light. Incidentally, we had Dr. Hugh Leavell, director of health in Louisville, on network at 10:39 last Friday night. Over this nationwide hookup, he gave instructions to Louisville about how to dispose of human waste. We cut Gen. Butler off the air for less than that but, of course, we let Hugh go on.

Flood Wedding

THE FLOOD, incidentally, is now at about 52 feet. Its crest was 57.1 feet. The previous all time record was in 1884 when the water reached 47.6. The most welcome sound awakened us today and that was a compressor air horn on a motor truck. Until then outboard motors had usually awakened us.

One of my jobs at the present time is to get a marriage license for John P. Starks II, a member of our staff. He is going to marry Miss Dorothy Robinson of Louisville soon. We do not know whether he will be married on top of our antenna or in a row-boat.

The regular members of the staff who stuck right with us are Geraldine Thompson, Sarah Ramsey, Mildred Garrison, Wilbur Hudson, John Heafer, John Ruffner, Louis Bergenroth, H. B. Blackwell, George Patterson, Bill Bond, Harry Lukins, Jack Starks, Clifford Shaw and Russell Pirkey. Volunteer workers were Benjamin Clarkson Hardaway, Dorothy Robinson, Mrs. George Patterson, wife of our program director, Mrs. Nathan Lord, Mrs. Martha Dulaney, Otis Pickrell, and Alec Robinson.

KWK Flood Crew Hurt

WHILE on a flood broadcast assignment, three members of the staff of KWK, St. Louis, were badly injured Jan. 29 in an automobile accident between Cape Girardeau and Hayti, Mo James Burke, chief engineer, suffered lacerations of the head, face and body and a partial fracture of the skull; Charles Stookey, announcer, suffered a compound fracture of the right arm, and Tom Dailey, announcer, was severely lacerated about the head, face, arms and hands. They were taken to a St. Louis hospital where they were all reported recovering satisfactorily.

FROM CAIRO TO CINCINNATI—Surveying the situation at Cairo for NBC listeners is Hal Totten, Chicago announcer, perched atop a building overlooking the turbulent Ohio. By candlelight, WCKY, Cincinnati, (right) got out the news after its power plant had been flooded and the station kept on the air with a diesel engine. Left to right are Elmer H. Dressman, continuity director, and former city editor of the *Cincinnati Post;* William H. Frick, commercial department; Lee Goldsmith, studio manager, and Jeanette Fuller, secretary. A graphic description of marooned persons frantically waving for help from atop precarious perches, and of the raging torrent, as seen from the air, was carried to WLW listeners from an American Airlines plane (center), covering the area from Dayton to Memphis. At left is John Prosser (pointing to marooned persons) as Announcer Douglas Browning gives a description over a portable transmitter. On the floor is Engineer Walter Brester, and at right is Fred Thomas, WLW news writer, who turned out continuity on his portable typewriter.

100% RENEWALS!

A little more than one year ago we offered ASSOCIATED RECORDED PROGRAM SERVICE to Broadcasters.

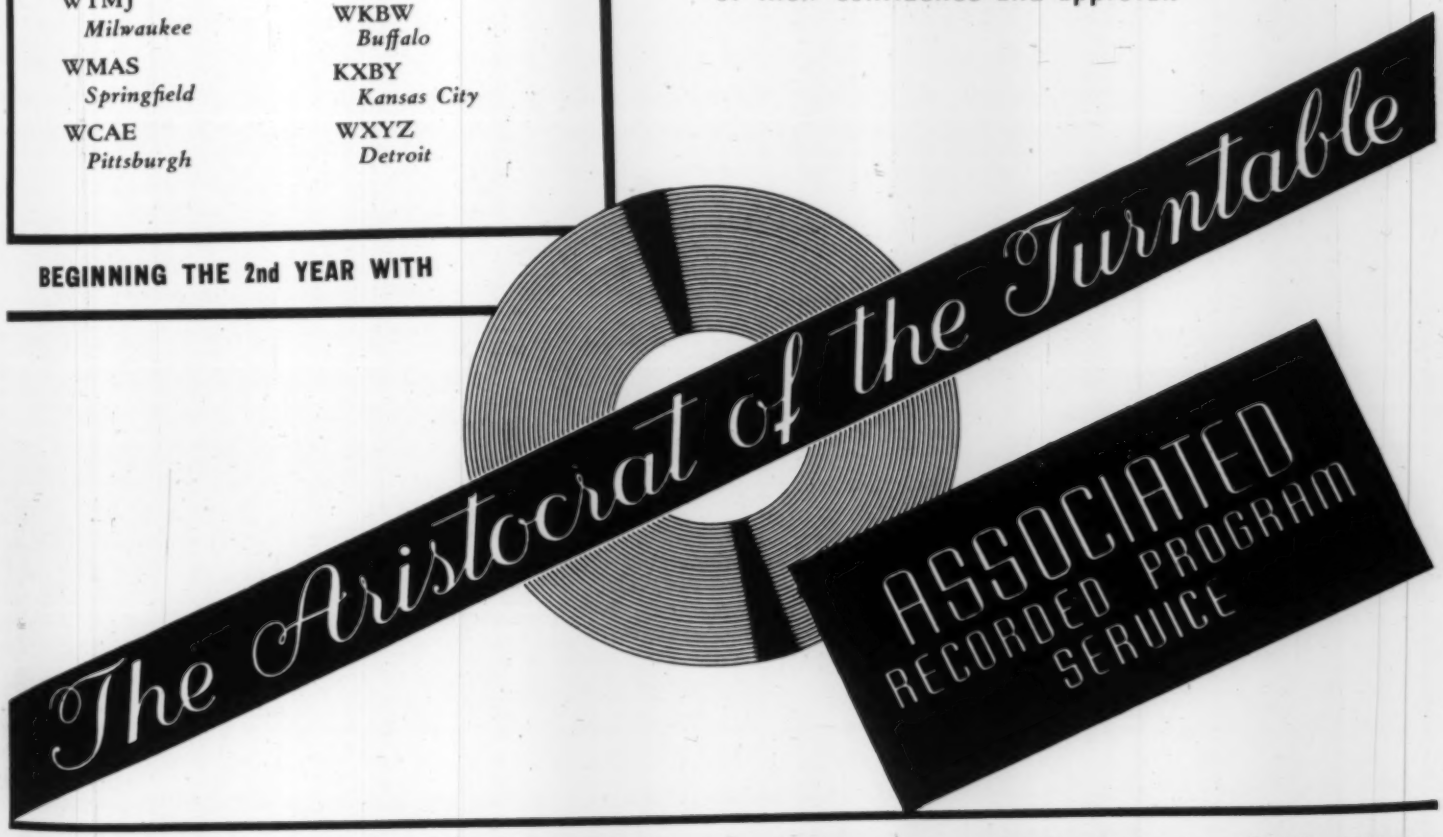
We are happy to announce that at the expiration of the contract covering the first year

100% of those Broadcasters who were our first subscribers have renewed their subscriptions for a further period of one year.

We thank those stations for this evidence of their confidence and approval.

BEGINNING THE 2nd YEAR WITH

WNAC *Boston*	WFIL *Philadelphia*
WAAB *Boston*	KFWB *Hollywood*
WICC *Bridgeport*	WINS *New York City*
WEAN *Providence*	WBAL *Baltimore*
WHEC *Rochester*	KSL *Salt Lake City*
WTMJ *Milwaukee*	WGR *Buffalo*
WMAS *Springfield*	WKBW *Buffalo*
WCAE *Pittsburgh*	KXBY *Kansas City*
	WXYZ *Detroit*



PRODUCED BY ASSOCIATED MUSIC PUBLISHERS 25 W. 40th St. N. Y. CITY

MEMPHIS TO LONDON — Felix Greene (at microphone), American representative of British Broadcasting Corp., tells CBS and British audiences what he can see from a vantage point near the Mississippi. At lower left is S. D. Wooten, WREC chief engineer.

Continuous Service Rendered by WMC As Memphis Serves as Key Rescue Point

By BOB GREY
WMC, Memphis

OUT OF the vagaries of the deep Mid-South's greatest flood threat come score of accounts of heroic service by radio stations — and their staff workers.

WMC, the *Memphis Commercial Appeal* station, was a key and constant performer in those numerous deeds of valor. Its facilities were opened to a 24-hour daily service for a people whose lives were endangered by rampaging waters—whose property was facing destruction by swirling streams they knew and feared, and whose families had been separated in hasty flights to points of safety.

A "running account" of the service rendered by WMC during the emergency runs into thousands of words at the least, but one typical example conveys the theme of valient service: On Island No. 34 in the Mississippi River near Wilson, Ark., there were 160 residents and 103 others at Bairfield Landing. Flood waters were covering the island for the first time in history. The 263 persons were caught almost unaware, and were facing death by the sweeping flood. There was little time to spare.

Their plight was learned by engineers of the U. S. steamer *Sequayah*, aboard which was located WMC's shortwave unit, WABG. They in turn told Bill Fielding, announcer, and Clyde Baker, engineer, of the WMC staff, in charge of the shortwave unit. A message was flashed over WABG to WMC and relayed to U. S. engineers' headquarters. From the engineers' headquarters back over WMC went instructions to other government steamers in the immediate vicinity of the island on how to conduct evacuation of the 263 persons. All of the lives and part of the property were saved.

Official Messages

THIS particular instance of lifesaving by radio was cited by Walter Winchell, radio and newspaper columnist, in a coast-to-coast broadcast on the night of Jan. 3. He commended Fielding and Baker, and WMC as a station. They in turn, through WMC's managing director, Henry W. Slavick, passed along major credit to Capt. Joe Prewitt, Norman Campbell, and Charles Carter, pilots of the Steamer *Sequayah*, who actually conducted the rescue under treacherous circumstances.

At the outset of the emergency, WMC and its shortwave facilities were designated as an official medium of communication for the U. S. district engineers and the Memphis Red Cross organization. The heavy volume of official traffic was partially handled through WMC's shortwave station, W4FK, operated constantly under the immediate direction of E. C. Frase, staff engineer of WMC. The other portion of official traffic was handled through WMC, often in code, in addition to the other volume of flood information sent over WMC.

MORE FLOOD NEWS
Additional first-hand accounts from the flood areas, together with pictures, newspaper comments, etc., will be found on pages 67 to 75 of this issue.

To expedite the directed messages, an elaborate network of amateurs was arranged and dispatched throughout the Mid-South flood area by WMC. To expedite the setting up of these units, WMC assembled necessary equipment and purchased needed parts, as well as furnished transportation to locations. For example, WMC conducted setting up of shortwave station contacts at Senath, Mo.; Roseland and Blytheville, Ark.; Tiptonville, Tenn.; Caruthersville and New Madrid, Mo.; at Osceola, Ark., aboard the steamer *Sequayah* in the Osceola flood area, at Greenville, Miss., and Helena, Ark.

In addition, regular shortwave communication schedules were maintained with units in other places throughout the flood sectors of northeast Arkansas, southeast Missouri, southern Kentucky and western Tennessee. In many instances, the shortwave units were in towns isolated by ice storms and flood waters, and provided the only means of communication to the outside world.

Amid the long and active hours of the emergency the staccato of dots and dashes—code messages—and the verbal messages that flashed over the elaborate radio setup organized by WMC, an unestimable number of lives were saved and important flood relief work of all types was expedited.

On its regular wavelength broadcasts, WMC did an equally valiant service to Mid-South residents. Through the WMC microphones went thousands of personal messages to and from anxious relatives and friends in the flooded areas; latest news flashes on flood conditions were flashed night and day from the editorial rooms of the *Commercial Appeal* developments in points all along the flood swept Ohio and Mississippi valleys were put on the air as they were sent in by a corps of news reporters of the *Commercial Appeal* who were located throughout the affected sectors; predictions by engineers and river experts on likely conditions ahead for the lower Mississippi valley were presented in periodic reports and personal interviews; official warnings were broadcast to residents of dangerously threatened areas; other warnings were broadcast for the benefit of thousands of persons who were being exploited by merciless profiteers — being erroneously told by the profiteers that their residences would be swept away by the floods, thereby causing the excited victims to sell livestock and property at ridiculously low prices.

Every Word Checked

IN ITS news reports and other special flood broadcasts, WMC included talks by high officials of the Red Cross and engineers corps, the mayors of Cairo, Mounds, and Harrisburg, Ill.; Mayfield, Ky.; Blytheville and Oceola, Ark., and other points; eyewitness reports by pilots, newspaper reporters and refugees who had been in the affected areas; interviews with these and similar persons, bringing out the human interest as well as the news angle of conditions. A WMC microphone was at the disposal of Harry Hopkins, WPA administrator, and Major-General Edward M. Markham, and other members of the President's Special Flood Committee when it arrived in Memphis from Washington to make an inspection trip of the flooded sectors.

But, it should be noted, WMC in all of the emergency broadcasts carefully checked every word that went over the air — making sure that listeners would not hear erroneous warnings and other information to cause them undue fear and excitement. The idea of service rather than sensationalism and showmanship was maintained throughout the emergency; and, if such be possible, the attempt to be 100% accurate was even greater than in normal time when listeners are not as subject to over-excitement.

During the emergency period, Memphis became one of the nation's radio capitals and a large portion of the special broadcasts—from the flooded areas over shortwave units, from the WMC studios, from refugee camps, from railroad stations, from the editorial rooms of the *Commercial Appeal*, or from most any spot where there was flood news—were presented via WMC over NBC.

In regard to messages broadcast, typical examples are as follows: "Attention: Any boat in the vicinity of Brandy Wine, Ark. There is a family marooned on an island two miles north of Brandy Wine. If you have a boat and can get to them,

(*Continued on page 75*)

ACTION IN THE STUDIOS—Photo at left shows clerical staff in outer office of WHAS, Louisville, taking calls, with copy runners ready to rush bulletins to microphone; note the kerosene lamps that had to be used when the city power supply failed. Center picture taken in studio of WSM, Nashville, showing staff in action; left to right: Tom Stewart, Jack Harris, Betty Smith, Manager Harry Stone, Ottis Devine, Ed Kirby, David Stone and Mrs. Margaret Ackerman. At right is photo of Miss Gladys Sullivan, of staff of WHAS, who had just been given an inoculation against typhoid and took this means to warn shoulder-slappers that her arm is a bit sensitive.

XUM

SOLD TO 125 Oklahoma Editors

LATE last month WKY took another opportunity to sell itself more solidly to Oklahoma. From their sanctums all over the state came more than 125 editors of daily and weekly newspapers to attend the annual meeting of the Oklahoma Press Association.

WKY invited them up to its new studios, put on special studio programs, aired a special broadcast, let them twist dials, punch buttons and play with the gadgets, showed them the largest, finest broadcast studios in this part of the country.

By taking advantage of every opportunity to cultivate the friendship and esteem of its listeners, WKY has sold itself to Oklahoma so effectively that it continues to be the most talked-about, most listened-to, most written-to station in the state.

Circle Above: Editor's taking postman's holiday in WKY's news room. Left to right: Mrs. Ed McIntyre, wife of publisher, *Blackwell Journal*; Mr. McIntyre: Prof. H. H. Herbert, U. of Oklahoma School of Journalism; Clyde Muchmore, publisher, *Ponca City News*; Mrs. Raymond Fields, publisher, *Guthrie Leader*.

Above: Aunt Susan gives editor's cooking lesson in WKY's elaborate kitchen-studio. Left to right: H. H. Horton, *Okmulgee Times*; L. F. Nichols, *Lincoln County Republican*; Aunt Susan, WKY's home service director; J. S. Dixon; Ernest Riesen, *Ardmore Ardmorite*.

Left: In WKY's central control room, left to right, Stephen Bolles, visiting editor from *Janesville* (Wis.) *Gazette*; Gerald Curtin, *Guthrie Leader*; Loy E. Cook, *Lawton News-Review*.

WKY · OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

Affiliated with The Daily Oklahoman, The Times and The Farmer-Stockman

Representative — E. Katz Special Advertising Agency

KFH
IN
WICHITA
1937

A New Year in which to use an old, established medium to increase your sales in the Wichita market.

KFH gives you a new daytime power of 5,000 watts.

KFH blankets a market in which 48% of Kansas' retail sales were made in 1935.

KFH dominates a market that has never been out of "the white". Wichita distributes YOUR merchandise in a consistently wealthy and profitable market.

KFH means success for your sales campaign in Kansas and northern Oklahoma.

Member: Columbia Broadcasting System

Nationally Represented by EDWARD PETRY & CO.

THE BROADCASTING SERVICE of the WICHITA EAGLE

Lucky's Testimonials

SEEKING to set a new "high" for truth in testimonial advertising, American Tobacco Co., through its agency Lord & Thomas, has been signing notables of radio and the opera, and in the last few weeks has included important public figures in Washington, for a new series of copy slants. The plan is to have newspapers and periodicals carry testimonials of the notables, including some U. S. Senators, and then repeat their testimonials during the *Lucky Strike Hit Parade* broadcasts. Only persons smoking "Luckies" or actually having visited the big tobacco company's plants and seeing how the cigarettes are produced are being asked for the testimonials, which are paid for. The general slant is to include only persons whose careers depend upon the voice, either talking or singing.

Hit Parade Increased

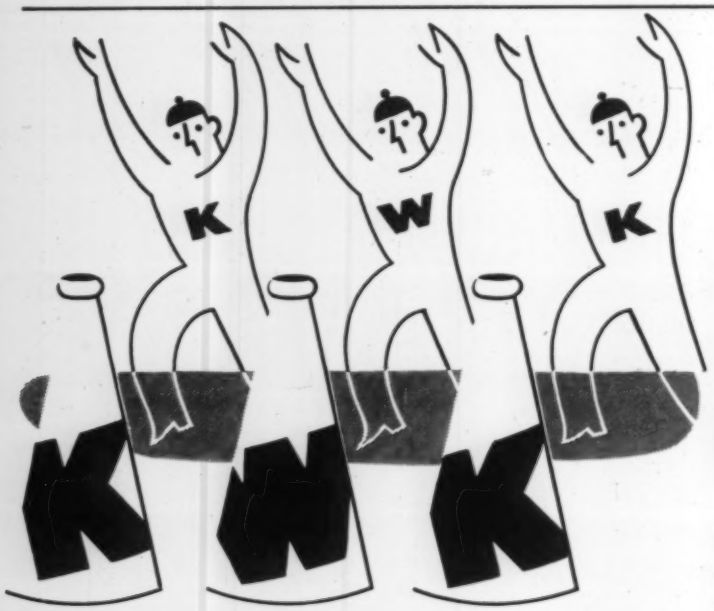
AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Feb. 13 expanded its CBS Saturday night *Your Hit Parade & Sweepstakes* program to 45 minutes, taking the 10-10:45 p. m. period. Program was originally a full-hour, then cut to a half. The Lucky Strike NBC-Blue program remains the same, Wednesdays, 10-10:30 p. m.

Station Salutes Staged As KWOS Takes the Air

Mr. Gordon

WITH an elaborate dedicatory program in which France Laux of KMOX, St. Louis, and Norvell Slater, of WHB, Kansas City, participated, the new KWOS, Jefferson City, Mo., went on the air Jan. 30 as Missouri's latest entry into the broadcasting station ranks. Owned by the *Jefferson City Tribune* and operating with 100 watts daytime on 1310 kc., the station's manager is Pemberton Gordon, formerly with the state-owned WOS at Jefferson City, which voluntarily suspended operation last year. Program director is Lowell Smith, formerly with W9XBY (now KXBY), KCMO, and WLBF (now KCKN), Kansas City. Other staff members are J. C. Haynes Jr., formerly with KFPW, Fort Smith, Ark., and until recently with KLRA, Little Rock; J. Eugene Tarrants, assistant chief engineer, formerly with the old WOS; Charles Dewey, operator, former local amateur; Mary Burton James, continuity editor, formerly with KMBH, Joplin; Florence S. Ervin, secretary, formerly with local newspapers, and Mary Jane Holliway, commercial department, recent graduate of the Missouri School of Journalism.

NBC programs in 1936 drew 5,560,671 responses, an all-time high for audience mail and an increase of 31.7% over last year, and 7.2% over 1934, the previous record year.



Something to Cheer About..

When we sell an advertising campaign to a new client we always tell him to get ready to cheer, because we know when he sees the surprising increase in his sales he is going to feel like cheering loud and long. A campaign with KWK, whether a spot announcement or a full hour program, automatically admits you to the cheering section and, believe us, you will do some tall cheering, too.

THOMAS PATRICK INCORPORATED
HOTEL CHASE, ST. LOUIS
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

WIRED FOR SOUND

Cash registers produce sweet profit music for advertisers who use the facilities of WTAM. Here is the only high power, clear channel station serving the tremendous Cleveland Chamber of Commerce Retail Trade Area. We can put your sales campaign in tune with the purchasing power of this wealthy area.

WTAM

50,000 WATTS

NBC Red Network

CLEVELAND

Completely programmed by NBC

Two New York Agencies Change Corporate Names

TWO big advertising agencies handling a large volume of national business have announced changes in corporate names. Cecil, Warwick & Cecil Inc., New York and Richmond, Va., is to change its firm name to Cecil, Warwick & Legler, with the addition of Henry Legler as a partner, director and vice-president. Mr. Legler for nine years was with J. Walter Thompson Co.

Blackman Adv. Inc., New York, has changed its name to Compton Adv. Inc., with Richard J. Compton Jr., Blackman president for three years, continuing in that post. Marion Harper, vice-president, has left the firm.

Mutual Gains 12.6%

MUTUAL Network billings in January totaled $187,362, an increase of 12.6% over the same month last year. The figures include all supplementary stations and Don Lee System, which joined MBS on Dec. 29.

Transamerican Launches Film Series Using Warner Bros. Hollywood Talent

POSSIBLE use of a "tailor-made" network for the first of the Warner Bros. special program featuring its name talent through Transamerican Broadcasting & Television Corp. was indicated Feb. 8 with the launching of auditions in New York.

The initial program, featuring Dick Powell as master of ceremonies, has been recorded on a new ultra-violet ray film, in lieu of conventional transcriptions. Don Becker, former production manager of WLW and now associated with Transamerican, and Martin Gosch, radio director of Warner Bros., were in New York to supervise auditions along with John L. Clark, Transamerican president. Transamerican has the exclusive radio talent contract with Warners, with which it is affiliated. It was reported that several auditions already had been arranged, including a cigarette manufacturer, a soap manufacturer, and an auto builder. Identity of prospective sponsors was not divulged.

The program, which would be of one hour duration and keyed direct from the Warner Bros. Hollywood lot, is an adaptation of the Warner idea of coordinating use of its talent with its own productions. The theme of the Powell program, written and produced by Mr. Becker and coordinated by Mr. Gosch, is that of a studio tour and preview of a motion picture in the making. With Powell, as master of ceremonies, are Edward G. Robinson, Bette Davis and Humphrey Bogart. Leo Forbstein, Warner Bros. music director, leads a 45-piece orchestra with ensemble music handled by the Warner Bros. choir of 40 mixed voices.

High Talent Cost

WHILE the program, it was said, will be available for sponsorship over NBC or CBS, it was indicated that efforts will be made to sell it for a "tailor-made" network encompassing stations represented by Transamerican. The latter organization has signed contracts with a number of stations for representation. It apparently hopes to make this program the first of its live talent special network presentations and use it as a means of encouraging additional stations into its fold for representation purpose.

The program, from the talent standpoint, probably will be offered as among the highest priced on the air. The talent cost may run up to $15,000 for the one-hour period.

Warner Bros., through Transamerican and its own station, KFWB, Los Angeles, is endeavoring to embark on radio programming on a large scale. Whereas its featured stars have been used hertofore through other talent agencies, its new arrangement with Transamerican would enable it to keep direct control of its featured stars and at the same time publicize its own motion picture productions. A number of other programs are in production, it is understood.

Mr. Gosch, as radio director of Warner Bros., coordinates its radio activity with Transamerican. He is expected to leave for Hollywood shortly after completion of the Bill Powell auditions or before March.

The new ultra-violet ray film, used for the first time for audition purposes, was declared by Mr. Gosch to be superior to regular transcription.

The first Warner Bros.-Transamerican program was the Haven McQuarrie *Do You Want to be an Actor?* series, sponsored by Chase & Sanborn, keyed from KFWB. This program was contracted for initially by Standard Brands Inc. after controversy occasioned by the *Good Will Court* several months ago. Renewal of the McQuarrie program is also slated for consideration within the next fortnight.

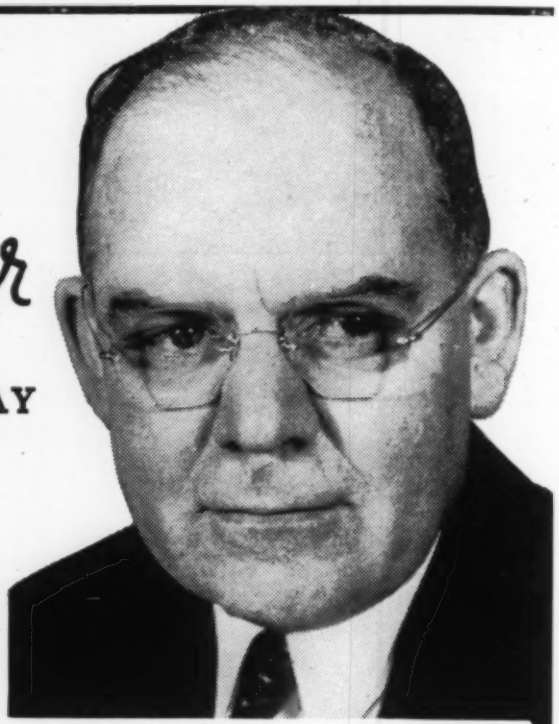
Transamerican Acquires Freedman Radio Library

ACQUISITION by Transamerican Broadcasting & Television Corp., of the exclusive rights to the script library written and compiled by the late David Freedman of New York, was announced Jan. 28 by John L. Clark, Transamerican president.

Only a small portion of the contents have been used, it was stated, and large quantities of material said to be sufficient for thousands of programs are available and will be put into use at once. To continue to keep the library current by research, Transamerican retained Mrs. David Freedman, who supervised this work for her late husband.

The Freedman writings are scheduled for adaptation into live, transcription and ultimately television programs, according to the announcement. It was pointed out that Transamerican now has nearing completion in Hollywood a program which will present such film stars as Dick Powell, Edward G. Robinson, Beverly Roberts, and Frank McHugh. Freedman has written such theatrical productions as "The Show Is On", "White Horse Inn", "Life Begins at 8:40", and several editions of the "Ziegfeld Follies". Freedman wrote much of the comedy patter for Eddie Cantor, Al Jolson, Jack Benny, Lou Holtz, Beatrice Lillie and others, according to Transamerican.

WXYZ
DETROIT
PRESENTS
Alvin Hamer
IN
BOOKS, TODAY, YESTERDAY AND TOMORROW



A large, attentive, cosmopolitan audience listens regularly to Hamer's chats about books, first editions and literary treasures; and specially the "Crime of the Week" best seller.

This twice weekly program is eagerly sought by young and old.

A sustaining program for almost a year (Sunday and Thursday afternoons) over WXYZ and the Michigan Radio Network, respectively, makes this program a "natural" for a sponsor wanting a ready made market.

WXYZ
WHEN WOMEN LISTEN . . . THEY BUY!!

Daytime advertising over WXYZ is unusually productive because—during the last five years—great care has been taken to build appeal to Women.

WXYZ rates "tops" in Detroit's forty mile market and is a proven economical advertising value. And daytime shows reach their field—FOR WHEN WOMEN LISTEN . . . THEY BUY!

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit
Eastern Office: 550 Chanin Building New York, New York
Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago
Western Office: Russ Building San Francisco, Cal.

We drive your selling message straight and true into the seven top-spending counties of Northern Ohio . . . and without knocking the daylights out of the advertising budget!

W·G·A·R

CLEVELAND'S FRIENDLY STATION

John F. Patt, Vice-President and General Manager

Edward Petry & Company, National Representatives

XUM

Hearing By FCC Is Foreseen On Duplicated Clear Channels

Might Precede Issuance of Any Allocation Rules; Economic Phase of Allocations Is Considered

POSSIBILITY of a hearing on proposals for duplicated operation on several clear channels, in advance of the handing down of proposed new broadcast allocation rules, is seen with the pendency before the FCC Broadcast Division of the three-station petition for such duplicated operation.

The petition was filed this month by KVOO, Tulsa; WWVA, Wheeling, and WOWO, Fort Wayne, time-sharing stations on existing clear channels, along with a plea for a hearing before the Broadcast Division en banc, at the earliest convenient date. A renewed plea will be made, it is expected, on the ground that the action proposed would in no way interfere with any other phase of the projected reallocation plan, as recommended to the Broadcast Division last month by Chief Engineer T. A. M. Craven and Assistant Chief Engineer Andrew D. Ring.

The original plan for the duplicated operation included a proposal whereby WCFL, Chicago, would have been accommodated with a full-time clear channel assignment, in lieu of present duplicated operation. However, WCFL officials have turned deaf ears to a proposal, subject to FCC approval, under which it would have the way opened for full time, possibly with 50,000 watts on the 1020 kc. channel, used by KYW, Westinghouse station in Philadelphia.

There is still under discussion, it is understood, a plan under which WCFL might be given full time on its present 970 kc. channel, through shifting of several other stations [BROADCASTING, Feb. 1]. E. N. Nockels, general manager of WCFL, has been figuring prominently in these discussions with Westinghouse and with NBC.

Meanwhile, progress is being made by the FCC Engineering Department on its supplemental report on allocations covering economic phases. The basic engineering report, recommending far-reaching changes in existing allocations, is pending before the Broadcast Division, but consideration of the projected changes is being held in abeyance until receipt of the second report, relating to broadcast economics in allocations.

Chief Engineer Craven hopes to have this report in readiness within a month. Working with him in an advisory capacity is Dr. Herman S. Hettinger, of the University of Pennsylvania. The report will relate to the feasibility of establishing an economics unit within the FCC Broadcast Division which would advise the Division on the economics of broadcast assignments, presumably in the same way that it procures engineering and legal findings.

At this writing it does not appear likely that proposed new rules will be handed down before late spring, and then there is the prospect of hearings. In such an event, it may be autumn before actual rules for changes in allocations are promulgated. By applying new engineering principles, and by opening the 1500-1600 kc. band for regular broadcast assignments, it is possible under the Craven-Ring report to make room for additional station assignments ranging from 200 to 550 new outlets, depending upon size and power.

Economic Report

THE PETITION for duplicated operation was filed by Horace L. Lohnes, Washington attorney, on behalf of the three stations, but brings in a fourth—WAPI, Birmingham. This station will change management Aug. 1, when a syndicate headed by Ed Norton, president of WMBR, Jacksonville, Fla., and a prominent Birmingham business man, takes it over. The station then is expected also to join CBS under a five-year contract.

Under the petition, KVOO requests permission to operate unlimited time on 1140 kc., sharing that channel with WWVA and a similar application was filed by the latter. WOWO under this arrangement would operate full time on 1160 kc., by virtue of WWVA's shift to 1140 kc. Then it is suggested that WAPI be assigned full time on 1020 kc., power to be determined, operating simultaneously with KYW, now using the channel on a clear basis.

The original plan contemplated operation on 1160 kc. by WOWO and KEX, Portland, Ore., and operation on 1180 kc. by KOB, Albuquerque and WAPI. KEX, however, owned by NBC, but leased to the *Portland Oregonion*, has not yet consented to the arrangement, while KOB, which has just signed an NBC affiliate contract, is expected to file for full time shortly. Should these latter two stations arrange their affairs, it is expected that the petition will be modified to provide for the original plan, whereby all would acquire duplicated full-time operation, and KYW would remain on 1020 kc. as a clear channel.

In any event, efforts will be made to expedite hearings on the petition as now drafted, in the hope of having as many of the stations as possible operating full time by Winter. At the October allocation hearings there was general testimony in the inequitable situation brought about by time-sharing of high-power stations, both with regard to its economic shortcomings and because of lack of full-time service to listeners.

L. C. Probert

L. C. PROBERT, vice-president of the Chesapeake & Ohio Railway Co. and a pioneer in the use of spot radio, died in Los Angeles Feb. 3 of pneumonia. He was for many years chief of the Associated Press Bureau in Washington, having joined the Van Sweringen roads, of which the C. & O. was a unit, in 1927. Mr. Probert was on an annual trip to the Coast when stricken. He was 53.

● To *What* she is listening is hard to say . . .
Maybe it's a WOWO News program . . .
Maybe it's a dance band . . .
Maybe it's one of the sponsored musical programs . . .
Maybe it's a dramatic program . . .
Maybe it's a Woman's Feature . . .
Maybe it's a religious program . . .
But anyway . . .
The IMPORTANT THING IS "SHE" IS LISTENING And
There are 314,200 of "her" radio homes—in the WOWO PRIMARY COVERAGE AREA.

WESTINGHOUSE RADIO STATIONS INCORPORATED

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc., Fort Wayne, Indiana
10,000 Watts CBS 1160 KC.
E. KATZ SPECIAL ADVERTISING AGENCY

WHAT A HEADACHE!!!

When Mr. John Q. Averageman selects his radio markets, he does it the *hard* way. *He* calls in a representative of each individual market.

And it's a headache and an awful lot of chatter.

The *easy* way to do it is to call in a representative of Hearst Radio – he has at his fingertips, the facts about *nineteen great markets*. He saves the buyer a lot of time and energy and talk.

And remember, when you deal with Hearst Radio, you deal with one man, in one organization, from the time your order is placed until your last broadcast signs off. Let us tell you how . . .

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

WBAL • BALTIMORE **WCAE** • PITTSBURGH **KEHE** • LOS ANGELES **WACO** • WACO

WINS • NEW YORK **KNOW** • AUSTIN **WISN** • MILWAUKEE

KOMA • OKLAHOMA CITY **KTSA** • SAN ANTONIO **KYA** • SAN FRANCISCO

The New York State Broadcasting System
The California Radio System

HONOR LIST

KALB	Alexandria, La.
KFJB	Marshalltown, Ia.
KFJZ	Ft. Worth, Tex.
KFNF	Shenandoah, Ia.
KFPY	Spokane, Wash.
KFRO	Longview, Tex.
KGDY	Huron, S. D.
KGEZ	Kalispell, Mont.
KGVO	Missoula, Mont.
KIDO	Boise, Idaho.
KMPC	Beverly Hills, Cal.
KORE	Eugene, Ore.
KUOA	Fayetteville, Ark.
KWBG	Hutchinson, Kans.
KWK	St. Louis, Mo.
KYA	San Francisco, Cal.
WBRE	Wilkes Barre, Pa.
WCBS	Springfield, Ill.
WCHV	Charlottesville, Va.
WCOL	Columbus, Ohio.
WCOP	Boston, Mass.
WDGY	Minneapolis, Minn.
WELI	New Haven, Conn.
WFAB	New York City.
WFAM	South Bend, Ind.
WFIL	Philadelphia, Pa.
WGBI	Scranton, Pa.
WHAZ	Troy, N. Y.
WHIS	Bluefield, W. Va.
WJBW	New Orleans, La.
WKBH	La Crosse, Wis.
WMCA	New York City.
WMFD	Wilmington, N. C.
WMFO	Decatur, Ala.
WNAX	Yankton, S. D.
WOI	Ames, Ia.
WOKO	Albany, N. Y.
WRUF	Gainesville, Fla.
WSBT	South Bend, Ind.
W2XR	New York City.
W6XAI	Bakersfield, Cal.
WSOC	Charlotte, N. C.
WTNJ	Trenton, N. J.
WWRL	Queensborough, N. Y.
KFRC	San Francisco, Cal.
WRJN	Racine, Wis.
KGW	Portland, Ore.
KEX	Portland, Ore.

To National Advertisers, Thei Ag
And The Members Of The

POLICY OF THE FOUNDATION:

While THE BIBLE FOUNDATION is not in sympathy with the use of a commercial sponsor's name on any religious broadcasting program, and it seeks, furthermore, to eliminate the use of religious subjects for commercial programs on the air, it also believes that broadcasting stations should not be criticized by religious organizations simply because the stations demand payment for the use of their facilities.

Many reputable and religiously sympathetic radio advertisers are rapidly joining us in this movement to purge religious broadcasting of commercialism. However, there remain a few Sunday programs on the air, purporting to be inspired for "religious" reasons which, investigation has revealed, are simply using Biblical subjects to gain a "religious" atmosphere as a cloak to conceal commercialism. Such programs have been denied the approval of The Bible Foundation, although many ministers and sincere religious persons, who are not aware of the facts revealed by our investigations, are innocently accepting them. If one should hear a religious Sunday program, and desire to ascertain if it has been approved by The Bible Foundation, the information will be cheerfully furnished on application.

MANY BROADCASTING STATIONS SUPPORT IDEA:

Broadcasting stations are also responding splendidly to our appeals. Up to the time this went to press, the broadcasting stations whose call-letters are listed herein, either pledged their full support to us, or they signified their intentions to lend their co-operation to the movement.

In consideration of the respect and friendliness these stations have evinced for religion in particular, and religiously-minded people in general, we have prepared an HONOR LIST on which their names will be inscribed, and then sent to national advertisers and agencies throughout the country. And, we strongly urge those who may desire to reach the religious peoples of the United States with any message, to give special consideration to these stations when preparing their schedules for broadcasting.

We are pleased to state that assurances are also coming to us from stations every day. Those received hereafter will be published in a forthcoming issue of BROADCASTING, and also placed on our HONOR LIST.

NOT A CENSORING BODY:

Despite statements to the contrary, the strength and power nationally, of The Bible Foundation, shall not be exerted to establish a censorship over broadcasting—that is not our objective. Rather, we seek only to keep Religion separate and apart from Commercialism in broadcasting programs.

It is only natural for one to support one's friends; that is our reason for endorsing stations who are in sympathy with this policy.

We maintain our own audition studios in our national headquarters, with broadcasting facilities, and are willing at all times to reproduce or listen to any religious program that may be submitted for our consideration or approval.

The Bible Fo

726 Jackson Place La

WASHIN TON,

hei Agencies, Station Executives
Of The Bible Foundation

The Cathedral art glass windows in our audition room and corridor, were formerly in the Hall of Religion at the Chicago Century of Progress Exposition. You are cordially invited to visit us and inspect them whenever you are in Washington.

ITS PROGRAMS NOW READY:

There is now being made available for the use of all broadcasting stations fifty-two 15-minute electrical transcriptions of Bible Dramas for Sunday broadcasting purposes that are approved by The Bible Foundation. They are strictly non-commercial scripturally correct programs prepared under the direction and approval of the national religious Broadcasting Council, composed of noted ecclesiastics, theologians and religious educators from every section of the United States, listed herein. No charges are made to broadcasting stations for their use. *Being authenticated religious programs*—which is highly important—they attract large audiences to stations broadcasting them.

All of our broadcasting programs are presented through the facilities of the RELIGIOUS BROADCASTING SYSTEM, Inc., National Press Building, Washington, D. C.

WHAT IS THE BIBLE FOUNDATION?

It is a non-sectarian national religious body, formed not for profit, but for the specific purpose of creating greater interest in the Holy Bible and religious subjects and stimulating greater attendance at church services, through the medium of radio broadcasting.

It is the only national organization in the United States formed solely for these purposes, maintaining national headquarters in Washington, D. C.

The broadcasts are non-commercial, non-sectarian, and non-controversial. Commercialism shall in no way be used in conjunction with the broadcasts.

HOW IS THE BIBLE FOUNDATION SUPPORTED?

The Bible Foundation receives its financial support through endowments and membership revenues.

HOW ARE ITS PROGRAMS PREPARED?

All program material used for its broadcasts are selected by its Broadcasting Council, and the writing of the scripts and dramatizations thereof are prepared under the direct supervision of the Council.

IS ITS BROADCASTING COUNCIL REPRESENTATIVE AND REPUTABLE IN THE WORLD OF RELIGION?

The Broadcasting Council is composed of many noted ecclesiastics and religious educators from various sections of the United States. They have been selected from almost every religious denomination in order to make the Council representative. Their names are listed herein.

ble Foundation

Place Lafayette Square

HINGTON, D. C.

BROADCASTING COUNCIL MEMBERS

Andrew W. Blackwood, D.D.,
Professor of Homiletics,
The Princeton Theological Seminary,
Princeton, N. J.

Dr. R. W. Bonell, Dean,
St. Johns College, Greeley, Colo.

Dr. Oscar P. Campbell, B.A., M.A., B.D.,
Baptist Director, Christian Education for Conn.
Hartford, Conn.

Dr. Jesse C. Caldwell, Dean,
College of the Bible,
Drake University, Des Moines, Iowa.

Rev. R. LaRue Cober,
Teacher of Drama,
Colgate-Rochester Divinity School,
Rochester, N. Y.

Dr. Thomas W. Currie, President,
The Austin Presbyterian Theological Seminary,
Austin, Texas.

Dr. George F. Dudley, Rector Emeritus,
St. Stephen and The Incarnation,
Washington, D. C.

Dr. Fred Eastman, Professor,
Literature and Drama,
Chicago Theological Seminary,
Chicago, Ill.

Rev. Frederick C. Grant, D.D.,
Dean, Seabury-Western Theological Seminary,
Evanston, Ill.

Rev. William S. Gregson,
General Secretary, Y.M.C.A.,
University of Arkansas,
Fayetteville, Ark.

Dr. G. Arvid Hagstrom, D.D., President,
Bethel Institute, St. Paul, Minn.

Rev. Fred Garrigus Holloway, D.D., LL.D.,
Western Maryland College,
Westminister, Md.

Dr. J. A. Huffman, Dean,
Taylor University School of Religion,
Marion, Ind.

Dr. Walter Hullihen, President,
University of Delaware,
Newark, Dela.

Dr. Joseph Hunter, President,
Bloomfield College and Seminary,
Bloomfield, N. J.

Professor George Lang, A.M., D.D., Ph.D.,
Head of Department of Philosophy and Religion,
University of Alabama,
Tuscaloosa, Ala.

Dr. Frank H. Marshall, Dean,
College of the Bible,
Phillips University, Enid, Okla.

Dr. Raphael Harwood Miller, Minister,
National Christian Church,
Washington, D. C.

Dr. Wm. S. Morgan, Ph.D., S.T.D.,
Pacific Unitarian School for the Ministry,
Berkeley, Cal.

Dr. John A. Morrison, President,
Anderson College and Theological Seminary,
Anderson, Ind.

Rev. G. Edwin Osborn, Ph.D.,
Professor, College of the Bible,
Phillips University, Enid, Okla.

Dr. J. H. Reynolds, President,
Hendrix College, Conway, Ark.

Dr. Christian Richard, Ph.D.,
Professor in School of Religion,
State University of Iowa,
Iowa City, Iowa.

Rev. Edward E. Richardson, Ph.D.,
Professor of Philosophy,
George Washington University,
Washington, D. C.

Dr. Charles E. Scofield, President,
The Iliff School of Theology,
Denver, Colo.

Dr. E. A. Sexsmith, President,
Maryland Annual Conference,
Methodist Protestant Church,
Baltimore, Md.

Rev. Albert P. Shirkey, Minister,
Francis Asbury M.E. Church, South,
Washington, D. C.

Dr. H. E. Spence, Professor,
Biblical Literature and Religious Education,
Duke University, Durham, N. C.

Dr. Wm. L. Stidger,
Head of Department of Preaching,
School of Theology, Boston University,
Boston, Mass.

Dr. John Timothy Stone, President,
Presbyterian Theological Seminary,
Chicago, Ill.

Dr. L. L. Thomas, President,
Bethel College, McKenzie, Tenn.

Dr. Harry Trust, President,
Bangor Theological Seminary,
Bangor, Maine.

Dr. John Wargelin, President,
Suomi College and Theological Seminary,
Hancock, Mich.

Rev. A. P. Wilson, Minister,
Columbia Heights Christian Church,
Washington, D. C.

Dr. George B. Winton, Professor,
History and Biblical Literature,
Vanderbilt University,
Nashville, Tenn.

XUM

in the Laps of the Listeners

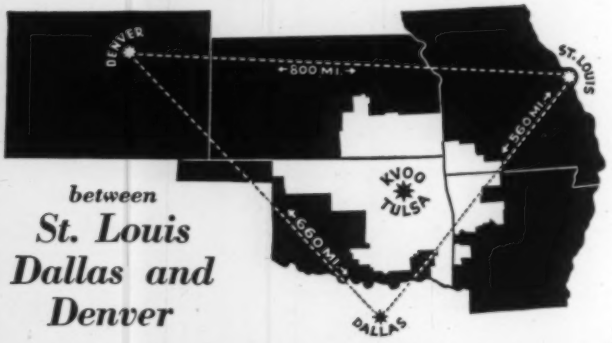
WOW is the only station in Nebriowa* offering its advertisers the plus advantage of free publicity in a publication with a large net paid circulation. The *WOW Radio News Tower* is the "visual link" closely connecting the advertiser, station WOW and the listeners. Generous illustrated articles *merchandise* WOW radio advertising . . . in homes that can afford to buy!

*NEBRIOWA — *the rich trade territory of eastern NEBRaska and western IOWA.*

WOW
OMAHA, NEBRASKA
John Gillin, Jr., *Mgr.*
590 KC 5,000 Watts
On the N. B. C. Red Net
John Blair Co., *Representatives*
New York, Chicago, Detroit, San Francisco

COVERS THE NATION'S MARKET BASKET!

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA" — TULSA

Better Teamwork Theme of Mutual Sales Discussion

Time Clearance and Expansion of Daytime Sales Studied

BETTER teamwork by members of the Mutual Broadcasting System, particularly in clearing time for network programs, was the keynote of the first general meeting of members and affiliated stations of the network Feb. 2 in Chicago.

With 26 representatives of affiliated stations present, the organization discussed in detail means of coordinating operations, particularly with respect to clearing optional time for Mutual programs. The greatest problem, it was pointout, arises in connection with Mutual affiliates who also are identified with NBC networks. The majority of such stations are Blue outlets and have certain of their time optional to NBC for 28-day clearance under the standard form of NBC contract. Mutual member stations indicated they would do the best they could in that direction.

In reviewing the time-clearance situation, it was brought out that NBC contracts specify as that network's optional time the periods from 10 a. m. to 12 noon; 3 to 6 p. m.; 7 to 7:30 p. m. and 8 to 11 p. m., all New York local time. On Sundays the NBC optional time is 1 to 4 p. m.; 5 to 6 p. m. and 7 to 11 p. m. Mutual officials emphasized the desirability of clearing the best available time over which the stations have control wherever possible.

Daytime Business

MEANS of promoting sale of daytime periods by Mutual also were discussed. President W. E. Macfarlane, business manager of WGN; First Vice-President T. C. Streibert and General Manager Fred Weber discussed the network's prospects. Sales executives of the organization also related their problems in selling time.

Mutual was complimented by representatives of affiliated stations for its excellent sales and programming job. Particular credit was given the network for the fine quality of sustaining programs.

At a meeting held Feb. 1 of the Mutual board of directors, all officers and directors were reelected for the coming year. They are: Chairman of the board, Alfred J. McCosker; president, W. E. Macfarlane; first vice president, T. C. Streibert; treasurer-executive secretary; E. M. Antrim, and auditor, J. A. Cotey. The board is composed of Messrs. McCosker, Macfarlane, Jack I. Straus, Streibert, Antrim, E. W. Wood Jr., and Weber.

In addressing the affiliated station meeting, President Macfarlane outlined the progress made by the network along with future prospects. He pointed out that during the first year of operation, the network had a gross billing slightly under $2,000,000. With expansion to a coast-to-coast network and with the addition of western stations and the Don Lee Broadcasting System on Dec. 29, he declared that Mutual is now operating on an equal basis with other major systems.

"The Mutual Broadcasting System was organized with the purpose of presenting better programs, allowing stations to maintain their independence, and creating a network of stations which would serve the country's listening audience and still allow stations to fulfill obligations to their various local communities," President Macfarlane said.

Mr. Streibert, who also is vice-president of WOR, declared Mutual was built out of a process of evolving and not promoting. He said the cooperative effort of all "is needed to build further and to complete the service rendered by our chain of stations."

Donations for Flood Victims

WILLET BROWN, assistant general manager of Don Lee, brought with him a package of checks and money orders totaling $12,000, collected in California through broadcasts by the Don Lee stations for flood relief.

All affiliated stations with the exception of WLW and WSM, absent because of flood work, and WRVA, Richmond, were represented at the meeting. In attendance were: Messrs. Macfarlane, Streibert, Antrim, Weber, Dave Chrisman, Jack Overall, Robert Schmid, MBS, New York; A. N. Hult and George Harvey of the Mutual sales staff; Ed Wood Jr., of WGN; John Shepard, Colonial Network and WAAB, Boston; Don Withycomb, WFIL, Philadelphia; Don Davis and John Schilling, WHB, Kansas City; Luther Hill and Craig Lawrence, Iowa Network and KSO, Des Moines; Gene O'Fallon and Frank Bishop, KFEL, Denver; Willet Brown, Don Lee System; Eugene Carr, WGAR, Cleveland; Frank Ryan and E. S. Rogers, CKLW, Detroit; John M. Henry, Buryl Lottridge and Joe Seacrest, KFAB, Lincoln, and KOIL, Omaha; Clarence Cosby, KWK, St. Louis.

Weber's Trousseau

FREDDIE WEBER, general manager of Mutual, and in his day regarded as one of radio's foremost practical jokers, had the tables turned recently, according to rather well-founded rumor, and it took his newly acquired wife to do it. Freddie, it seems arrived at his pent-house apartment one night after an arduous day's work to find his clothes closet as bare as Mother Hubbard's cupboard. Mrs. Weber (nee Ruth Betz of the CBS press department) disclosed that because she didn't like his taste in clothes she had sold them to the rag man. The upshot was a trip downtown the next day for a completely new layout, with Mrs. Weber as official buyer.

Rail Spot Campaign

CHICAGO & NORTHWESTERN Railroad, Chicago, on Feb. 18 assumes sponsorship of the 7-8 a. m. broadcast on WMAQ, Chicago, of recorded music interspersed with time signals and weather reports announced by Norman Ross that for the last year has been sponsored by the Illinois Central Railroad. Caples Co., Chicago, is the agency for both railroads.

TRUMP CARD

An Ace among media, WGY turns the trick for advertisers in Eastern and Central New York and Western New England. This giant station has unequalled power and popularity in the prosperous Northeast. Let us demonstrate how showmanship plays a winning hand for advertisers.

WGY

50,000 WATTS

NBC Red Network

SCHENECTADY

Completely programmed by NBC

James A. Noe Organizes Company to Buy WBNO

WITH the former lieutenant-governor of Louisiana, James A. Noe, as owner of 95.5% of the stock, WBNO Inc. has been formed to take over that New Orleans station from the Coliseum Place Baptist Church and to operate it commercially. The station, which shares time locally with WJBW, has also applied to the FCC for full time with 100 watts night and 250 watts day on 1420 kc., so it may operate full time.

Although the station is church-owned, it has been operating commercially and its sale by the church to the Noe group would eliminate it from the fast-reducing roster of stations owned by religious institutions. E. R. Musso, now in charge, would be president of the new corporation; George H. Pierce, an engineer, vice-president, and William A. West Jr., an attorney, secretary-treasurer, each owning one-half of 1% of the stock. Mr. Noe, besides being active in state politics, owns extensive utility and oil interests.

Post Bran Discs

GENERAL FOODS Corp., New York (Post bran flakes) has started a transcription series on 13 stations, three times weekly. The quarter-hour series features Capt. Frank Hawks, speed plane pilot, in a serial titled *The Hawks Trail.* Stations are KFBK, WIBX, KGNC, WKY, KFH, KRNT, WTAQ, WOC, WMBD, WOOD, WFAM, KTBS, WLEU. Benton & Bowles Inc., New York, is the agency.

Applicants' Financial Status Subject to New FCC Ruling

Chief Examiner Arnold Stiffens Requirements; Self-Serving Declarations Not Eligible

TIGHTENING up of requirements relating to financial responsibility of applicants for broadcast facilities, under which "self-serving declarations" will be disregarded and corroborative evidence must be given, has been ordered by Davis G. Arnold, FCC Chief Examiner.

In a memorandum sent to his staff Feb. 1, Col. Arnold brought out that the Broadcast Division desires evidence other than "self-serving declarations" from applicants in connection with their showing of financial ability and need for the service they propose to render. The memorandum set out in detail the character of information to be required hereafter in connection with the financial ability of applicants.

Statements must be furnished under oath showing all assets and liabilities. Where real estate is shown on the financial statements as encumbered, the total amounts must be disclosed by certificate of duly authorized officials in the city or town where the real estate is situated or by other competent evidence.

That this new procedure now is being followed was indicated during the last fortnight when at least two hearings were continued by Examiners for the taking of additional "corroborative evidence" as to the financial status of the applicants. There has been considerable criticism in the past of failure on the part of the FCC to determine the ability of new station applicants to finance the cost of operations.

Col. Arnold's memorandum, based on Broadcast Division instructions, also ordered examiners to delve more deeply into the need for service new applicants propose to render. Asserting that no definite rule can be laid down in this connection, he declared the Division will require more than the declaration of the applicant that a need exists. "Evidence should be required concerning present service, population of the proposed service area, and possible commercial support for the proposed station".

Text of Arnold Memo

THE TEXT of Chief Examiner Arnold's memorandum, issued Feb. 1, follows:

At the meeting of the Broadcast Division on Jan. 12, 1937, I was told that the Division will require other evidence than self-serving declarations from applicants in connection with their showing of financial ability and need for the service they propose to render.

With regard to financial ability, each applicant must submit a financial statement, under oath, showing all of his assets and liabilities. If such financial statement shows assets consisting of real estate, stocks, bonds, etc., care must be taken to determine the value thereof, and corroborative evidence, other than the declaration of the applicant, or if the applicant be a corporation, the declaration of any officer or director thereof, should be required in each case. If the real estate shown on the financial statement is encumbered, the total amounts thereof should be shown by the certificate of a duly authorized official in the office of the recorder of deeds in the city or town where the real estate is situated, or by other competent evidence.

Where stock is shown as an asset on the statement, the number of shares and the name of the stock must be given, together with a statement as to whether this stock is listed on any of the exchanges in the United States. If such stocks are not listed on any of the exchanges, the applicant should prove to the satisfaction of the Examiner that the value placed thereon is reasonable.

Where it is endeavored to establish financial ability through a loan or by reason of assistance from others, the evidence of the individual from whom the loan is to be secured must be offered in person or by deposition.

No definite rule can be laid down with regard to the showing to be made by the applicants as to the need for additional services in the area. It is sufficient to say that the Division will require more than the declaration of the applicant that such a need exists. Evidence should be required concerning present service, population of the proposed service area, and possible commercial support for the proposed station.

Evidence should be required concerning the past record, if any, of the applicant as to whether he now holds license to operate broadcast stations and the number thereof; if he has ever operated broadcast stations and if so the disposition thereof; the number of applications now pending in which the applicant is interested; evidence as to whether a radio broadcast station has heretofore been situated in the area proposed to be served, if so, the date and reasons for the removal or deletion of the stations; and if any application for a broadcast station to serve the same area has been denied by this Commission, the date of such denial.

If the Examiner is not satisfied with the financial ability and need for additional service in the area, he is directed to hold the record open to a definite date for any period, of not more than thirty days, and inform the applicants or their attorneys that they will be given an opportunity to present additional evidence on the points about which you are not satisfied. At the same time informing them if such evidence is not produced on the date specified, a statement to that effect will be included in the report and sent to the Division.

WCAU Campaign On Social Disease

Breaks Ice by Starting Series Of Public Service Programs

FEELING that radio has a definite place in the fight to prevent the spread of social diseases, WCAU, Philadelphia, on Feb. 3 inaugurated a series of ten broadcasts in cooperation with the Philadelphia Medical Society. So far as known it marked the first radio campaign of the kind.

Dr. Sigmund S. Greenbaum, chairman of the Committee on Social and Skin Diseases of the Society, is in charge of the series and opened it as the first speaker discussing "What The Public Should Know About Syphilis and Gonorrhea".

Stan Lee Broza, WCAU program director, said that the 10:30 p. m. hour was chosen because at that hour the younger generation will, or should be, in bed, and only those of 16 years or over should be listening. He declared that WCAU felt radio had opened the door to a broader education. "For years this country has frowned upon this subject and we feel that WCAU, as an institution of public service, should assist in the national campaign," he said.

During the 10-week period every phase of the subject will be covered by eminent physicians, Mr. Broza declared. If the Society feels the talks should continue, he added, the station will do so until such time as the Society concludes that "every citizen in this community has had an opportunity to avail himself of this educational service."

Considerable controversy has been stirred in the past over social disease and birth control broadcasts. In one instance, Dr. Thomas J. Parran Jr., now U. S. Surgeon General but at the time New York State Health Officer, sharply criticized one of the networks for cutting off a speech in which he had mentioned syphilis control. The American Medical Association took up the issue and long has been critical of newspapers for failure to publish reports relating to social diseases.

Campbell Cereal Series

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal breakfast food), started a Saturday morning 15-minute series on WLS, Chicago, Feb. 6. Program is a juvenile, starring "Big Chief Waldo" (Ralph Waldo Emerson) of the Losta Tooth tribe. Agency is Mitchell-Faust Adv. Co., Chicago.

REPEAT ADVERTISERS
because of *repeated* results
IN THE PORTLAND, OREGON, MARKET!
KGW-KEX National and Spot Advertisers

for 12 years
GEVURTZ FURNITURE CO.
CHAS. F. BERG
CHEVROLET MOTOR CO.
J. K. GILL CO.

for 11 years
SIGN OF THE ROSE
DAVIDSON BREAD
EDWARDS FURNITURE CO.
YOUNG'S GOWN SHOP
PORTLAND GAS & COKE CO.

for 10 years
MEIER & FRANK CO.

for 9 years
PORTLAND GENERAL ELEC. CO.
FISHER FLOURING MILLS
U. S. BAKERY
ELSIE'S MILLINERY

for 8 years
IRELAND'S
MONTAG STOVE & FURNACE CO.
EASTERN OUTFITTING CO.
BABY'S BOUDOIR
TOMMY LUKE
SEARS-ROEBUCK CO.

for 7 years
GILL SEED CO.
BULOVA WATCH CO.
UNION PACIFIC RAILROAD

for 6 years
LAMBERT GARDENS
STAR FURNITURE CO.

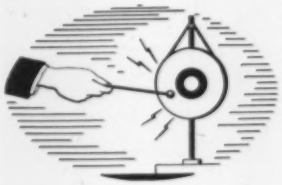
for 5 years
COLLINS & ERWIN PIANO CO.
RED TOP CAB CO.
JACOBY, JEWELER
CLOW ROOFING CO.
PARKER DENTAL CO.
TRIANGLE MILLING CO.

for 4 years
AMERICAN PRODUCE CO.
COOK MOTOR CO.
STANDARD OIL CO.
GRANNING & TREECE
BURNETT MOTORS
CONRAD BRUCE CO.
HERB OWEN
PORTLAND BOTTLING WORKS
NICK'S FLOWER HOME
HILAIRE'S RESTAURANT
NIKLAS & SONS, FLORISTS
PENDLETON WOOLEN MILLS

for 3 years
NU ENAMEL CO.
PACIFIC OUTFITTING
THE CARTER CO.
COMMUNITY CREDIT CO.
DR. SEMLER, DENTIST
EDW. HOLMAN & SON
DODGE BROTHERS
GRAYSON'S APPAREL SHOP
JAKES RESTAURANT
MILTON L. GUMBERT CO.
VANCOUVER FUR FACTORY

KGW 620 KC N.B.C. Red Network
KEX 1180 KC. N.B.C. Blue Network

RADIO STATIONS OF THE
THE OREGONIAN
PORTLAND, OREGON
Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco



"All Right... All Right..."

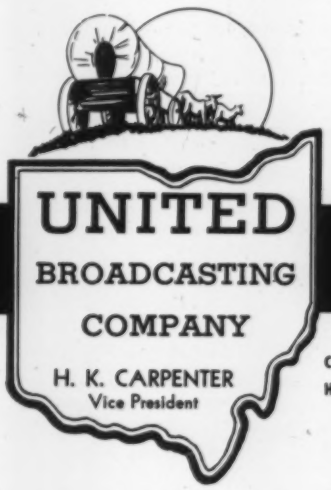
Surely there's nothing so unusual about this remark. But when it's spoken by Major Edward Bowes at 9 p. m. on Thursday, MILLIONS LISTEN.

It's all a matter of confidence — confidence slowly established in the minds of millions through hundreds of consistently good performances by the Major.

Confidence is the biggest thing in radio. Unless your broadcast is heard over a station commanding the confidence of its community, it will miss its mark.

The people of Cleveland, Northeastern and Central Ohio place their confidence in United Broadcasting stations. For this reason they are your first choice in Ohio.

"United for Service"



WHK - WJAY
CLEVELAND

C. A. McLaughlin, Sales Mgr.
J. T. Vorpe, Production Manager

WHKC Columbus — **WKBN** Youngstown

C. M. Everson, Gen. Mgr.
H. H. Hoessly, Sales Mgr.

W. P. Williamson, Pres. & Gen. Mgr.
E. E. Evans, Sales Mgr.

Entire Don Lee Network Now Takes *Lone Ranger*

THE western drama, *Lone Ranger*, produced at WXYZ, Detroit, which expanded Jan. 18 to four Southern California stations of the Don Lee Network, will be broadcast by the entire 10 stations of the Don Lee chain, starting Feb. 15, according to H. Allen Campbell, general manager of King-Trendle Broadcasting Corp. This brings the total number of stations over which the *Lone Ranger* is now being broadcast to 21. In addition to the eight stations of the Michigan Radio Network, of which WXYZ is the key, the *Lone Ranger* is heard over WOR, Newark; WGN, Chicago, and WSPD, Toledo. It will be heard over the stations of the Pacific network at 7:30 p. m. (PST).

Expansion of the *Lone Ranger* to the northern portion of the Don Lee chain, gives the program three sponsors. In the East and Midwest it is sponsored by the Gordon Baking Co.; in Southern California by Western Bakeries; in the northern part of the Pacific Coast by the Kilpatrick Bakeries. The show, written by Fran Striker and produced by the Jewell Players, under the direction of James Jewell, is broadcast Monday, Wednesday and Friday evenings.

INTERNATIONAL News Service reports that during January it signed the following eight stations for its leased wire news service: WSM, Nashville; KFWB, Hollywood; WCAO, Baltimore; WSUN, St. Petersburg; WJBC, Bloomington, Ill.; KROY, Sacramento; WJBL, Decatur, Ill.; WMIN, St. Paul.

Licensing of Off-the-Air Recordings Explained by Music Publishers' Group

Editor, BROADCASTING:

IN BROADCASTING Feb. 1, 1937, on page 70, there is an article headed "Musicians Union Backs Move To Block MPPA Air Checking Proposal". This article refers to a situation that is now being studied by the MPPA relative to off-the-air recordings. In the course of that study MPPA has not been considering any question of checking air programs; it has merely been considering the question of licensing companies who mechanically reproduce music so that they will be able to carry on their business legally and not build up contingent liabilities that their unlicensed procedure entails.

Under the Copyright Act of July 1, 1909, the copyright proprietor of a musical composition has the sole and exclusive right to mechanically reproduce that composition. It is a right separate and distinct from all of the other specific rights involved in a copyright. It is not a right that is incidental to any other right, nor a right that flows from any other right. Anyone who mechanically reproduces a copyrighted work without first obtaining the permission of the copyright proprietor is an infringer.

Under certain conditions, namely, where the person engaged in the business of "off-the-air recording", mechanically reproduces a work which the copyright proprietor has himself used or has permitted others to use in the manufacture of "parts of instruments serving to reproduce mechanically the musical work", then if that person intends to and actually does manufacture copies of such recording, he may do so under the terms of a compulsory license provision set out in the law, providing, of course, that such records thus manufactured are not used or intended to be used for public performance for profit.

In other words, it is clear by the law itself that the compulsory license provision of the law does not apply where a person mechanically reproduces the work but does not manufacture parts of instruments serving to mechanically reproduce the musical work from the recording, nor does it apply where the "articles or the devices are to be used for public performance purposes. To mechanically reproduce, therefore, a copyrighted musical work where no records are to be manufactured requires a special license from the copyright proprietor, and to manufacture records which are intended for public performance purposes requires a special license from the copyright proprietor.

Exclusive Rights

MANY persons believe that when a copyright proprietor has given to any person, firm or corporation the right to perform a copyrighted work, that the copyright proprietor has thereby released so far as that performance is concerned, all other exclusive rights under the copyright. This, of course, is not so.

From requests that come into this office from time to time it would appear that a user that is given a right to perform copyrighted music believes that he should also have a right to reprint the lyrics of the copyrighted music so that the patrons of his establishment can sing as the orchestra plays. Of course, this is a separate right and must be at all times separately licensed. The mere right to perform does not include the right to reprint the lyrics. Frequently we find people believing that where a license has been granted to a radio station for the performance of a copyrighted work that they have a right to make a record of that performance. But this is not so. The right to record is a separate and distinct right and must be separately and distinctly licensed.

With these points clear, the MPPA (recognizing the fact that it is highly desirable in many instances and for many reasons to make records of performances) has been considering a plan whereby persons desiring to carry on this type of business can be licensed duly and properly to do so. It is true, and there is no need to hide the fact, that the right to make such records may not be a very valuable right commercially. That we do not know, and we feel too that persons engaged in making records of broadcast performances also do not know whether the right that they need in order to legally make these records is a valuable right or not.

But the commercial value of the right is not the measure of the legal need for a license, and the MPPA feels that it is not justified in merely letting the matter go unnoticed or letting the business grow up without requiring a license to be taken out because to do so may eventually cause the copyright proprietors to lose the right which they now have through the establishment of a trade custom or through a general recognition of an erroneous interpretation of the Copyright Law, and the consequences of such an act may, of course, be extremely disastrous.

Flexible Licenses

THE MPPA never has and does not intend in this instance to take any arbitrary positions, and the form of license and the consideration for it will be a matter of consultation between those who own the rights and those who desire the rights.

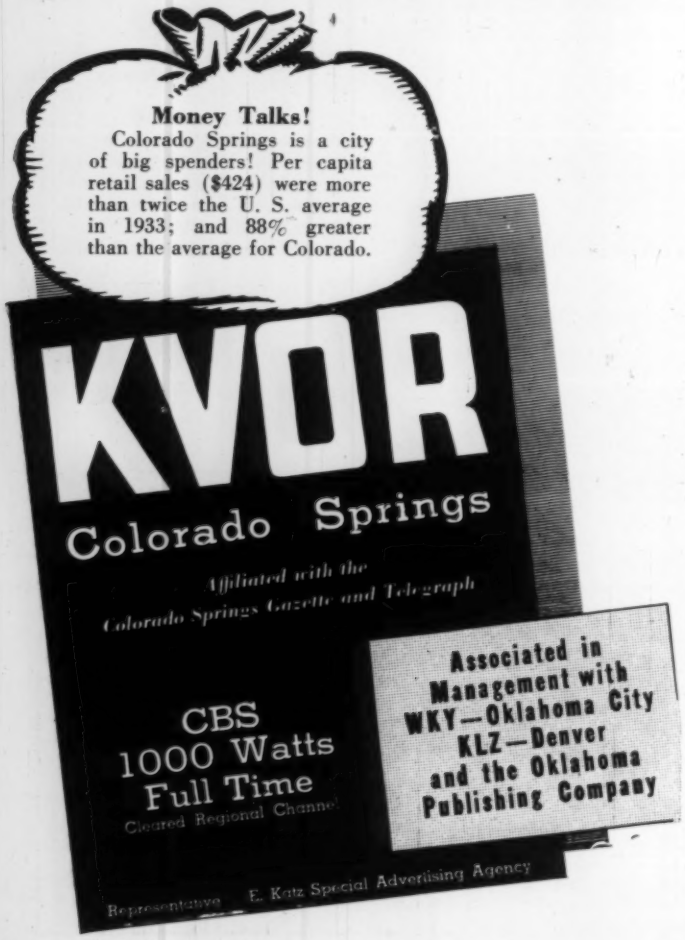
It is expected that any license that is entered into at first will not meet with all of the requirements of the business because the business is young and even those engaged in it will not fully understand the completeness of their own business, and the business being young is itself apt to change, and therefore the license must at all times be flexible and subject to such modification and change as will meet the needs of those who use the copyrights in exactly the same way that the electrical transcription license has, for example, changed as the business of electrical transcriptions has developed. At all times our licenses have been such as would meet the exigencies of the business and permit growth along new lines and in new fields without hindrance.

It is true that the license contemplates the filing of reports covering copyrighted musical compositions which are recorded pursuant to the license. The system of licensing now under contemplation does not consider in any way a check on the music which is broadcast, only that music which is recorded while in process of being broadcast. The license also covers only the rights so far as the copyright proprietor is concerned. It has nothing whatsoever to do with the artist who makes the performance, or with any rights that that artist may possess in connection with the performance that he makes. It is, therefore, impossible to see how Mr. Wilson's conclusion that the proposals being made by the MPPA in connection with this off-the-air recording licensing program would in any way affect the musicians or other performers, or limit in any way their activities, nor is it possible to see how the proposals of the MPPA in connection with this program can be other than helpful to the business of off-the-air recordings.

JOHN G. PAINE,
Agent and Trustee, MPPA.
New York, Feb. 2.

Dickstein Bill Hearings

HEARINGS will begin Feb. 17 on the Dickstein Bill (HR-30) designed to protect the artistic and earning opportunities in the United States of American actors and other performers. The bill is the same as that passed by the House last session but which failed in the Senate. It was opposed by the NAB and other broadcasting groups on the ground that it did not accomplish the purpose at which it was aimed.

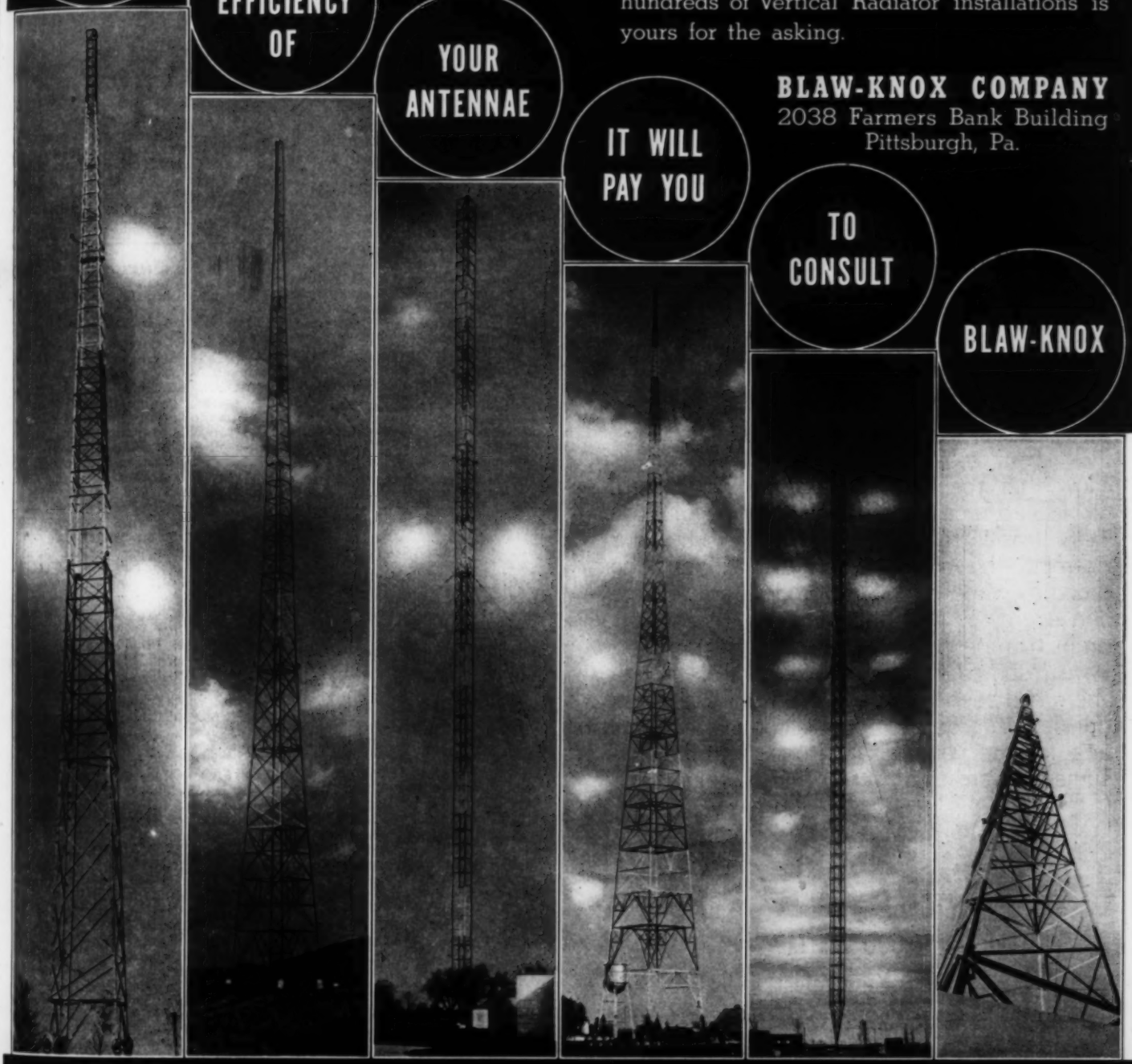

Money Talks!
Colorado Springs is a city of big spenders! Per capita retail sales ($424) were more than twice the U. S. average in 1933; and 88% greater than the average for Colorado.
KVOR
Colorado Springs
Affiliated with the Colorado Springs Gazette and Telegraph
CBS
1000 Watts
Full Time
Cleared Regional Channel
Associated in Management with WKY—Oklahoma City KLZ—Denver and the Oklahoma Publishing Company
Representative: E. Katz Special Advertising Agency

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNAE IT WILL PAY YOU TO CONSULT BLAW-KNOX

1937 CONTINUES BLAW-KNOX LEADERSHIP IN SALES OF VERTICAL RADIATORS

Blaw-Knox experience and counsel based on hundreds of Vertical Radiator installations is yours for the asking.

BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh, Pa.



BLAW-KNOX VERTICAL RADIATORS

THE EMERGENCY HAS PASSED . . .

Now that the flood emergency has passed, WHAS resumes her normal routine of business. It is extremely gratifying to find that our patrons, the advertisers and agencies who stood by while WHAS devoted its entire time and energy to assisting, relieving the danger and suffering caused by a rising, raging river, have resumed their schedules just as though there had been no break. We wish to express our deep appreciation of this confidence in us and for the generous attitude that they assumed toward the interruption of our service

WHAS

50,000 Watts
850 Kilocycles
Basic C.B.S. Outlet

★

Represented Nationally by EDWARD PETRY COMPANY

Owned and operated by The Louisville Times Company, owners and publishers of

The COURIER-JOURNAL • The LOUISVILLE TIMES

Represented Nationally by the Branham Company

Broadcast Volume Is Placed by NAB At $107,550,886

Compares With NAB Estimate Of $87,523,848 in 1935

TOTAL broadcast advertising in 1936 amounted to $107,550,886, compared to the 1935 figure of $87,523,848, the National Association of Broadcasters announced in its review of the year's time sales.

The NAB total compares with a total of $117,781,686 computed by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce, University of Pennsylvania, in a summary of 1936 published in the 1937 BROADCASTING Year Book Number, which went in the mails during the week of Feb. 8. Dr. Hettinger computed 1935 time sales for the industry at $95,678,425.

The difference in figures is due to an upward adjustment of local time sales in Dr. Hettinger's calculations on the basis of data gathered by the U. S. Bureau of the Census in its first national census of the broadcasting industry, taken last spring and covering the year 1935.

The NAB compares 1936 and 1935 totals in the following table:

	Gross Time Sales 1935	*1936*
Nat. Networks	$50,067,686	$59,671,244
Reg. Networks	1,110,739	1,367,812
Nat. Non-net.	17,063,688	24,141,360
Local	19,281,735	22,370,470
Total	$87,523,848	$107,550,886

Dr. Hettinger's figures for the year, adjusted in accordance with conclusions reached in conjunction with the U. S. Census Bureau, follow:

	Gross Time Sales 1935	*1936*
Nat. Networks	$50,067,686	$59,743,860
Reg. Networks	1,110,739	1,389,646
Nat. Non-net.	17,000,000	24,648,180
Local	27,500,000	31,800,000
Total	$95,678,425	$117,781,686

The NAB found that non-network broadcast advertising gained 27.9% over 1935 and that local volume went up 36.5%. By type of rendition, transcriptions showed the most pronounced gain for the year, total volume rising 50.6%. Live talent volume, says the NAB, rose 26.2%, record volume 9.7% and announcement volume 15.5%.

Broadcast advertising in December totaled $11,119,557, the NAB found, a decline of 2.6% from November but an increase of 28% over the same month a year ago. All portions of the medium displayed gains as compared to the previous December.

Total broadcast advertising for December and November, 1936, is shown in the following table:

	1936 Gross Time Sales November	*December*
Nat. Networks	$6,149,818	$6,185,441
Reg. Networks	122,725	99,416
Nat. Non-net.	2,873,200	2,461,200
Local	2,273,400	2,373,500
Total	$11,419,143	$11,119,557

Tums Transcriptions

LEWIS-HOWE Co., St. Louis (Tums), is placing transcriptions of its NBC program, *Vocal Varieties*, on ten stations, in addition to the 21 NBC-Red stations carrying the chain program. Sponsor is also using a few one-minute announcements. Agency is H. W. Kastor & Sons Adv. Co. Inc., Chicago.

SUCCESS STORY — When KHJ, Los Angeles, started its *Help Thy Neighbor* job-finding program Jan. 24, it didn't expect such quick results. Albert Tansley Luck (left), first jobless person to be interviewed, got a job when an employer phoned in and hired him. Hal Styles is congratulating him.

KTHS Purchase Price At Issue in Testimony Before Chancery Court

THE VALUE and purchase price of KTHS, Hot Springs (Ark.) Chamber of Commerce station sold last year to the Col. T. H. Barton interests, became the chief objects of testimony in the local suit Jan. 29 seeking to cancel the contract whereby Col. Barton's subsidiary, Radio Enterprises Inc., would purchase the station for $25,000 in cash and $10,000 a year for five years.

Chancellor Frank Dodge in chancery court on that day ruled that the evidence showed no proof of collusion on the part of the former board of the chamber and that the evidence failed to show the $75,000 purchase price was inadequate, but he reserved decision on whether the former chamber board had authority to sell the station without consent of the membership, asking that briefs be submitted on that question.

In the testimony, Glenn D. Gillett, Washington consulting engineer, stated it was impossible to receive KTHS in Little Rock from its present location, and said that region of densest state population could not hear it unless it was moved in or near Little Rock. Col. Barton, operator of KARK, Little Rock, and KELD, El Dorado, has an application pending before the FCC seeking voluntary assignment of the station and another asking for permission to move it to Little Rock.

Various estimates of the value of the station, ranging up to $300,000, were given by radio operators called as witnesses in the case. Among those testifying were A. Earl Cullom, Dallas engineer; James Moran, KTHS chief engineer; James G. Ulmer, operator of KGKB, Tyler, and KOCA, Kilgore, in Texas; Howard A. Shuman, commercial manager of KFDM, Beaumont, and Edward C. Appler, KTHS announcer.

THE FCC has set Feb. 23 as the date for the hearing before an examiner of the rival applications of Radio Enterprises Inc., operator of KELD, El Dorado, Ark., and of Associated Arkansas Newspapers Inc., Hot Springs both seeking authority to erect a new 100-watt daytime station in Hot Springs on 1310 kc.

FCC Studies Plan For Flood Service

Ring and Cruse Inspect Area; Need of Coordination Seen

Mr. Ring

Mr. Cruse

WITH THE flood crisis past, the FCC is taking the initiative in preparing for future emergencies by gathering information looking toward creation of a coordinated radio service which automatically will go into action, it was disclosed Feb. 5 with the announcement that two engineering executives have been sent into the flood areas for a preliminary survey.

Andrew D. Ring and Andrew W. Cruse, assistant chief engineers of the FCC for broadcasting and telephony, respectively, left Feb. 9 for a 10-day to two-week trip along the Ohio-Mississippi route. They will procure first-hand information on the communications aspects of the flood relief work in an effort to devise means of working out a coordinated system whereby maximum use of all modes of communications will be possible in emergencies.

Special Equipment

WHILE it is generally conceded that communications in general, and radio particularly, did a magnificent job during the Ohio-Mississippi emergency, it is felt that there should be set up an organization which would be trained for such service. The FCC is initiating the movement by surveying the civil phases of such a project, and collaboration of Red Cross, Army, Navy and Coast Guard is expected.

Messrs. Ring and Cruse, following their inspection trip, will report to Chief Engineer T. A. M. Craven, who organized the 24-hour flood watch at the FCC, which was terminated Feb. 5, as the critical period passed. However, special communications equipment installed at the FCC is being retained for immediate use until the flood has reached the Gulf of Mexico.

It is not unlikely that later this year a general communications conference will be called for the coordination of radio and other communications services in time of emergency. It is entirely possible, also that the FCC will issue licenses to relief groups permitting automatic beginning of operations in time of flood, fire, earthquake, hurricane, etc. At such a conference general principles of communications relief work probably would be laid down.

Messrs. Ring and Cruse planned to start their survey at the upper end of the inundated areas—perhaps at Huntington and Cincinnati. Then they planned to visit Louisville, Evansville, Portsmouth, Memphis, and perhaps continue down the Mississippi to New Orleans.

In announcing the assignment of the engineers, the FCC said:

While it has been evident that the various communications agencies in the country have functioned admirably under adverse conditions, it is believed that this recent experience may offer some basis for improved coordination of effort in the future, and the Commission feels that it is its duty to cooperate with other government departments as well as private agencies in affecting a comprehensive plan for the future, based upon practical experience.

The objective of the Commission is to be fully prepared for future emergencies. To this end the Commission is planning a permanent organization which can go into instant action whenever emergencies arise in any part of the country.

The FCC announced it had cancelled its order of Jan. 26 directing that no transmissions except for relief or other emergencies be made in the amateur bands and expressed its "appreciation for the splendid and excellent work of all stations and operators during the emergency."

HEARING on the application of the *Kansas City Star*, operating WDAF, for purchase of WREN, Lawrence, Kan. for $295,000 has been set by the FCC Broadcast Division for Mar. 12.

Damon or Pythias?

"ONE newspaperman," said Credo Harris, manager of WHAS, Louisville, "referred to the WHAS-WSM hookup as similar in sentiment to that of Damon and Pythias. He was not far wrong. We forgot we were CBS and WSM forgot they were NBC. We both saw only one thing: The saving of 300,000 human lives. Now the only problem is to decide which of us is Damon and which is Pythias. We've given Ed Craig his choice. But he insists we have first choice."

New Radio Paper

A NEW radio publication, titled *Radio Daily*, announced its appearance Feb. 9 as a sister of *Film Daily* of the motion picture field. Jack Alicoate, editor and publisher of the latter, is also publisher of the new publication.

Look Tests Spot Series; May Use Programs Later

RADIO has been added to the advertising campaign for the new monthly picture magazine *Look*, with four stations already using spot announcement schedules and with the list likely to be augmented shortly, according to an announcement Feb. 3 by Dave Nowinson, publicity director for the magazine and for the Iowa Network, comprising KSO and KRNT, Des Moines, and WMT, Cedar Rapids. Gardner Cowles Jr., executive editor of the *Des Moines Register-Tribune* and president of the Iowa Network, is publisher of *Look*.

The radio venture is a test campaign to measure pulling power of spot announcements, and, according to Mr. Nowinson, may go to spot programs later if results warrant. Stations already on the schedule are WBNS, Columbus; WFBM, Indianapolis, and WCAE and WJAS, Pittsburgh.

FACTS . . . !

SPEAK LOUDER THAN

WORDS . . . !

KFYR MAKES FACTS out of WORDS . . .

And what's more, we can prove it. . . . We can prove it by 117,844 individual pieces of fanmail received locally by KFYR during 1936 — to say nothing of thousands of other pieces that were received on national contests. Advertisers are learning every day that KFYR is the only medium, which presents full single-station coverage of the northwest. They are learning, too, why KFYR has earned the name of

THE REGIONAL STATION WITH THE CLEARED CHANNEL COVERAGE!

MEYER BROADCASTING CO.

BISMARCK NORTH DAKOTA

FURGASON & ASTON National Representatives

WBZ 500 kw. Petition Includes Antenna Shift

PROPOSING to erect three 500-foot steel towers at Providencetown and abandon its present location in Millis Township, Westinghouse Electric & Mfg. Co. applied to the FCC Feb. 1 for authority to increase the power of WBZ, Boston, to 500,000 watts. Pending also is an application of WBZA, Springfield, which synchronizes on the 990 kc. clear channel with WBZ, to shift to 550 kc. with 1,000 watts power.

The WBZ application is the 16th seeking superpower, and all await the FCC Broadcast Division's determination of policy on this subject, after which they may be heard jointly. WLW, Cincinnati, now uses 500,000 watts but 450,000 are authorized experimentally; it is one of the 16 seeking the larger power permanently. The others are WJZ, New York; WHO, Des Moines; WHAS, Louisville; WGN, Chicago; KNX, Hollywood; WJR, Detroit; KFI, Los Angeles; WSM, Nashville; KDKA, Pittsburgh; WOR, Newark; WOAI, San Antonio; WGY, Schenectady; KSL, Salt Lake City; WSB, Atlanta.

Dr. Fahrney Plans

DR. PETER FAHRNEY & SONS Co., Chicago (proprietary), has named the Chicago office of H. W. Kastor & Sons Adv. Co. Inc., as its agency. A test campaign of announcements will be started in the near future in two cities and extensive use of radio for the sponsor's various medical products is expected.

PIONEER BOSTON PROGRAMS

Celebrate Their Tenth Anniversaries as Purveyors Of Household and Shopping Information

Miss McMullen

TWO pioneer Boston programs are observing their tenth anniversaries this year. They are the Gretchen McMullen *Household Talks* on WNAC and Yankee Network, and the *Caroline Cabot Shopping Service* on WEEI.

Miss McMullen took the air Jan. 28, 1937, and in that time has been on the air 750 hours, maintaining a record of 90% sponsor renewals. Although her mail is heavy, numbering 2,100 pieces in one week recently, she gives every letter personal attention and sees that all letters are answered within a week. A map dotted with colored pins for each Yankee station shows sources of mail. A card index is kept of correspondents.

Six assistants aid her in her own testing kitchen. Among her achievements are making a year-around market for seasonal products which she adapted to summer desserts and boosting a fruit grower's sales from 29 to 59 carloads in a year. Before entering radio she was a social worker.

The Caroline Cabot series on WEEI is described as the first "real" service of its kind and has been on the air continuously five days a week with no change in personnel. Carolina Cabot (Miss Genevieve Sherlock) sold the first account, wrote the first broadcast and delivered the shopping talk. Her assistant over the entire period has been Miss Dorothy Franklin.

The pair have interviewed, written and put on the air 26,000 broadcasts for more than a hundred stores and business houses. The idea was originated by J. C. Nicodemus, Boston advertising man, who engaged Miss Sherlock. He sold his interest to the station after a year. Direct advertising is featured on the program, which is designed to sell specific merchandise.

E. Katz Sales Analysis

AN ANALYSIS of the 1935 census of retail sales for cities of 10,000 and over as well as for all counties in the United States has been distributed to a limited group by E. Katz Special Advertising Agency, national newspaper and station representatives. Cities are grouped in order of population to show total retail sales, food store sales, automotive group sales, drug store sales, population as percent of U. S., and total retail sales as percent of U. S. Another section lists cities by states, showing similar data with states arranged alphabetically and cities arranged by population. County data are shown by states, with counties listed alphabetically.

Hecker Places Spots

HECKER PRODUCTS Corp., New York (Silver Dust) on Feb. 1 began a nationwide series of live and WBS transcription announcements on 33 stations, using participation programs on WGY, WGN, KDKA, KNX and a five-minute period on WOR. Rest of schedule consists of one-minute announcements on WHAM, WSYR, WHP, WFBR, WRC, WHBF, WJR, WOOD-WASH, WISN, KSTP, WHO, WOW, WDAF, WFAA, KPRC, WJAC, WFBG, WBZ - WBZA, WHIO, WBNS, WBEN, WCKY, WIRE, WTAM, WWVA, WCAU. The series will run until June 18 and was placed through BBDO, New York.

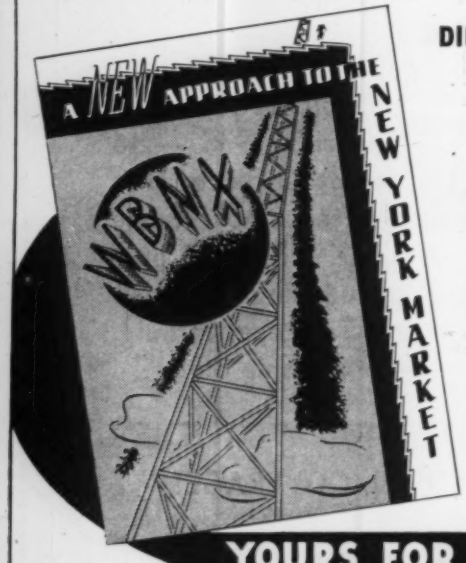
Oneida Plans Series

ONEIDA Ltd., Oneida, N. Y. (Tudor plate) on March 8 will launch a series of WBS quarter-hour discs once weekly on 26 stations. Program is titled *Silver Serenade* and features Peggy Tudor with guest stars. Stations are: WGN, KGO, KDKA, WOR, KNX, KWK, KSTP, WJR, WCKY, KOIN, WCAU, WHK, KMBC, KOL, KDYL, KOA, KOIL, WGR, WFBR, WGST, WOAI, WNBR, WWL, KFPY, WEEI, WKY. BBDO, New York, has the account.

IN THE Feb. 1 issue of BROADCASTING, page 60, there was published a photograph of station sales managers attending the meeting of the NAB sales managers' division in Chicago Jan. 18-19. C. Allen Lacy Jr., was mentioned as identified with WJAX, Jacksonville. This was in error, as he is commercial manager of WJDX, Jackson, Miss.

NOW READY FOR YOUR FILES

A colorful, handy, file booklet that fully describes the FOREIGN LANGUAGE MARKET of Metropolitan New York.



DID YOU KNOW THAT

out of a total of 2,347,500 radio homes, 1,808,272 are of foreign extraction?

the average annual expenditure per foreign family ranges from $1,700 to $5,900?

they listen and support more than 145 foreign language programs on WBNX?

ALL THESE FACTS and much more may be found in this new market brochure . . .

YOURS FOR THE ASKING

SPEAKS THE LANGUAGE — 1000 WATTS — WBNX BROADCASTING CORP. NEW YORK CITY 1350 KC — DAY AND NIGHT — OF YOUR PROSPECT

"The Country Church Of Hollywood"

An exclusive production by Transco presenting the Homespun Philosophies of Parson "Josiah Hopkins", in one of the most original and unique series of programs released in the past decade.

The old familiar hymns sung by the Country Church Quartette weave a thread of music throughout the programs enhancing the genuineness and pure simplicity of this unusual group of people with startling clarity.

There is an informality about each program that makes it rich in simplicity, beautiful in sincerity and understandable to everybody everywhere.

This feature is available on a special lease agreement. Your inquiries will receive prompt attention.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • CHICAGO OFFICE 666 Lake Shore Drive

Government Broadcast Station Is Urged By Rep. Cellar, at a Cost of $750,000

APPROPRIATION OF $750,000 for the construction of a high-power shortwave government broadcasting station in Washington, designed to transmit educational programs for reception in the Pan American countries, was proposed in a bill introduced Feb. 3 by Rep. Emanuel Celler (D-N. Y.). In addition to the initial outlay, the bill proposes that an annual appropriation of $100,000 for operation and maintenance be authorized for use of the U. S. Commissioner of Education to provide programs of national and international interest.

The station would be built by the Navy Department at a site close to Washington and would be known as the "Pan American Radio Station". There would be an annual appropriation of $50,000 to the Navy Department for operation and maintenance of the station whereas the Commissioner of Education would be in charge of all programs.

Advisory Council

GENERAL POLICIES of the station would be determined by an advisory council comprising the Secretary of State, director-general of the Pan American Union, chairman of the FCC, Commissioner of Education or such alternates as they may designate and such other government officials as the President may select, the total membership not to exceed nine people. Programs would be designed for rebroadcast by any station serving the general public.

The bill carries a specific clause against commercial advertising on programs transmitted by the station.

In introducing the bill, Rep. Celler said the plan and purpose had the approval and encouragement of officials of various government departments of the FCC, along with the National Committee on Education by Radio. "Also," he said, "such project has already had the approval specifically of President Roosevelt, Secretary of State Hull and Secretary of the Navy Swanson." He declared it grew out of the radio resolution adopted in 1932 at Montevideo by the Seventh International Conference of the North, Central and South American countries forming the 21 sister republics of the Pan American Union.

In pursuance of this resolution, the Congressman declared President Roosevelt on Dec. 2, 1933, made available for the United States government six high-frequency channels for such a station. He enumerated these channels as 6120, 9550, 11730, 15130 and 21500 kc. This order, he said, provided for setting up of a station under the joint control of the State Department and the Navy Department. The station was never set up, he added, many obstacles having been thrown across its path "by misguided and selfish persons". He added: "It is feared that this would be the entering wedge into government control of radio. That is ridiculous.

"I am a firm believer in private initiative. I do not want to slam the door in the face of efficiency, enterprise and resourcefulness of private ownership. Our radio system, despite certain besetting evils of commercialism, is yet the greatest in the world, thanks to private control. But one Pan American shortwave station, set up in pursuance of the treaty, in an unassigned channel, on a non-competitive basis, will not in the slightest militate against private initiative. It will not lead to government monopoly.

"These persons and entities must now cease their operation, else they will get their fingers burned. Because of the pressure against carrying out the President's executive order, I have introduced my bill. However, I specifically provide for collaboration of private stations in the maintenance and operation of the Pan American broadcasting station."

Pointing out that there are 2,000,000 shortwave receivers in this country and that the number is mounting daily, Rep. Celler said that such increasing shortwave receptivity might well command a Federal station. He added that every nation has such a station except the United States and as a consequence "can defend itself over the air against foreign and unfriendly attacks." He cited as examples the Fascist and Communist governments which he said "are growing bolder every day in their proselyting activities."

"Such a Federally controlled station could be used, according to Rep. Celler, to create good-will between this and other nations, to eradicate international misunderstandings and to develop two-way trade between the United States and other nations by propagandizing for our own products."

Net Coronation Plans

PAUL WHITE, CBS director of special events, and Bob Trout, special events announcer, will sail for England April 12 aboard the *Georgia* to arrange for the CBS-BBC broadcasts covering the coronation of King George VI. NBC also announced it is sending announcers and commentators to London.

Great Lakes Plans

THE 1937 Great Lakes Exposition's Radioland programs will be presented at Cleveland from a hundred-foot orchestra shell. Radioland was one of the big features of the 1936 Great Lakes Exposition, and in its new location promises to be even more entertaining.

Plans for the expanded headline attraction, outlined by Ralph B. Humphrey, director of radio activities, include emphasis on the strictly stage presentations of the big names in radio.

"Our purpose in arranging appearance of these stars and their outstanding acts, is to divorce stage presentations from program broadcasts," Humphrey said. "Many technical difficulties will thereby be overcome and the scope of the entertainment greatly broadened. We expect to offer talent that will make Radioland even more of a drawing card than last year. The Exposition will open on May 29 and continue through Sept. 6.

Unwritten Symphony

GREAT music carries the heartbeat of a people. And, lying fallow in the hills of rural America, awaiting the transforming touch of some unknown music master there awaits material for a truly great symphony series. We speak of the folk music in the Southern hills. Not that mongrel mixture currently known as "hillbilly", but the ancient, simple songs of joy and grief which an otherwise inarticulate people have preserved for many generations.

And Station WSM, in recognition of the value of this American musical heritage, has devoted *four hours each Saturday Night for eleven years to its preservation.* This four hour broadcast period known as the WSM Grand Ole' Opry and loved by a vast audience from the Canal Zone to Alaska, presents, unedited and unannotated, the folk music of the Southern hills. The performers are authentic hill people and their unaffected naturalness has built for them the largest single station audience in America. They speak a musical language that is interwoven with racial memories. *Their songs are the frame-work of unwritten symphonies.*

In the light of this, it is not strange that the Grand Ole' Opry should be WSM's outstanding commercial triumph. So outstanding, in fact, that in spite of a strict censorship, WSM always has a long waiting list of advertisers who are eager to sponsor any portion of the four hour Opry broadcast.

And at the loss of considerable revenue, WSM has steadfastly refused to tamper with the authenticity of the Grand Ole' Opry believing that racial memories and audience faith are more important sociologically than momentary gain.

Clear Channel
NBC • Full Time

WSM

The Air Castle of the South

50,000 WATTS

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC., NASHVILLE, TENN.

RCA GROSS INCOME IS INCREASED 14%

AN ESTIMATED gross income from all sources of $101,850,000 for the 1936 calendar year will be reported to the annual meeting of RCA stockholders April 6, according to the notice sent Feb. 8 to stockholders by David Sarnoff, president. This compares with an actual 1935 income of $89,228,900, thus representing an increase of 14.1%.

Net profits for 1936 are estimated in the statement at $6,100,000, a 19% increase over the 1935 figure of $5,126,900. This increased profit, Mr. Sarnoff stated, and the consummation of the RCA recapitalization plan approved last year will make possible the reporting of estimated earnings of $2,800,000 in common stock, after providing $3,300,000 for all 1936 preferred dividend requirements.

While RCA corporate income statements never break down the revenues by subsidiary companies, NBC's gross revenues from time sales during 1936, amounting to $34,523,950, represent one of the chief factors in the parent company's big gross increase for the year.

Seek 50 Kw. in Canada

A REPORT from Canada states that three Dominion stations have filed applications with the radio division, Department of Transport, for power increases to 50,000 watts. Canada at present has no stations of that power, the highest powered station in the Dominion now being the 15,000-watt CKY, Winnipeg.

The Other Fellow's Viewpoint . . .

But Mr. Neff . . . !

EDITOR BROADCASTING:

Walter Neff's article in your Jan. 15 issue, "An Acid Test for Program Pulling Power", is praiseworthy for its words of wisdom about the necessity for hard work; particularly if radio is going to continue to hit *new* high levels of program quality.

But Mr. Neff made several points in the course of his article which surprised me.

For one thing, Mr. Neff suggests that the public is *losing interest* in radio.

In support of this, he quotes a current survey: " . . . *less than 50% of the set owners are listening at any one time* . . ." and " . . . *a few years ago, these same surveys showed around 65% listening* . . ." Fortunately for radio, the figures don't quite mean that. The survey to which Mr. Neff refers (evidently the CAB-Crossley reports) has changed its *statistical* base in the presentation of its listening data. That's all. There's been no "loss" in listening.

What happened was that before October, 1935, the findings of the CAB were based on the number of sets *in use sometime during the day*.

If we assume (A) that 10,000,000 radio families are in the area of the survey; (B) that 7,000,000 of these tuned-in their radios sometime during the day, and (C) that 3,500,000 families listened at any one time—the published percentage (before October, 1935) would show "50% listening" for that period. C is 50% of B.

Since October, 1935, the figures have been presented differently. Listening data have been reduced to percentages of sets *owned*.

Thus, if the *same* 3,500,000 families (C) are found listening *at one time*, in the *same* area of 10,000,000 radio families (A), the figure is presented as "35% listening." C is 35% of A.

This, of course, isn't a drop from 50% to 35% in *listening*. Mr. Neff made a natural mistake in comparing current data with old data presented on a different basis. Lots of people are making it these days. But it *doesn't* reflect listening habits.

In fact, the current CAB figures show *marked increases* in the number of families listening. And all other available data point to an increase in listening. Starch figures show a definite increase in average "hours of daily listening" per set; the sale of radio sets broke all previous records in 1936; the volume of advertising indicates that advertisers must feel very much the same way about it.

Perhaps the most interesting data, from a technical point of view, are from Starch who found that the longer people *own* radios the longer they *listen each day!* Thus, each successive year of radio broadcasting brings with it an increase in listening. Why not? As the months go by, people do discover more and more programs they like.

One more point before I end this already too long letter. Mr. Neff's plea for "tested" programs should certainly receive hearty endorsement. The rub in the matter is *how* to test them? How to test *any* advertising? Or *any* form of entertainment? The psychological and marketing problems involved are enormous. (We've been working on them for sometime.)

The suggestion Mr. Neff does offer leaves something to be desired. He tells us about a station which actually has "tested" sustaining programs. How? By repeating without cost to the advertiser, in the sustaining program to be tested, complete and authentic *commercial* offers. The returns from the offer made in the sustaining programs are then compared with the returns from the regular commercial period, as a comparative measure of audience.

Wholly apart from the research difficulties involved in getting exact comparisons (and there are plenty!), does anyone in radio think such a technique can profitably be extended? Doesn't it come dangerously close to giving the advertiser whose offer is repeated, radio facilities without charge? Doesn't it give him an extra broadcast "for nothing?" And wouldn't it raise legitimate hell with other advertisers on the station who are not so favored?

Such a method of testing the value of a sustaining program seems to create infinitely more problems than it might hope to solve.

VICTOR M. RATNER
Director of Sales Promotion
Columbia Broadcasting System
New York City
Jan. 27, 1937.

And Mr. Neff . . . !

EDITOR BROADCASTING:

The article by Walter J. Neff in BROADCASTING Jan. 15 started out magnificently. Following regular policy of marking outstanding articles, or individual paragraphs of articles for my own future reference or for the special attention of other members of staff, down I went eagerly through Mr. Neff's article, penciling for later attention, paragraphs by the dozen.

Then something happened.

Bottom of the page ("turn to page 62"). Eagerly I turned without even a glance at the alluring articles and advertisements flipping by between my busy fingers. I don't think that page 62 really cast any baneful influence, not even being a multiple of 13. I don't think at all that the back pages of BROADCASTING by any chance are naturally unable to keep the high quality standard of the pages near the front. But, the fact remains that after only two pencilled paragraphs to indicate full agreement with Mr. Neff's thought, suddenly the literary sky grew dark. So did my brow. A swarm of box and carton tops appeared. The amount of requests mailed in for box and carton tops is a measure of a program's popularity and audience, the article indicated.

For myself, I have been wondering in all sincerity, for some ten or eleven years of radio broadcasting station observation, whether box and carton tops are a measure of a program's popularity and audience or a measure of the number of people interested in sending in box and carton tops for certain rewards. These rewards in some cases come very close to approximating a grand old time lottery.

H. E. STUDEBAKER
KUJ-KRLC
Walla Walla, Washington
Jan. 29, 1937

Big Borden News Spot

BORDEN Co., San Francisco (milk), on Feb. 22 starts a 13-week news broadcast series on KFRC, with John B. Hughes commentator. The program, heard three times daily, six days a week, is said to be the largest sponsored single-station news broadcasts on the air, involving more than $10,000 for the first 13 weeks with sponsor anticipating expansion to entire Don-Lee network at the end of that period. Al Hunter, formerly of the *San Francisco News* and the AP, has been added to the KFRC news staff as assistant to Hughes. News sources are UP and INS. McCann-Erickson Inc., San Francisco, is the agency.

KFJZ, Fort Worth, on Feb. 2 completed purchase for $5,000 cash of exclusive rights to all home and out-of-town games of the local baseball club of the Texas League but has not yet completed sponsorship arrangements.

KTAT sets another Record

ANOTHER record . . . another first for KTAT . . . the only Texas Station to accomplish a complete sell-out for all day at any time. Every minute of the regular broadcasting schedule was sponsored on Friday, January 29, 1937.

- **A Radio Station Planned to Produce Results**
  In addition to good entertainment — popularity, station power, coverage and facilities — KTAT programs are planned to get business by continually building larger audiences to which you can deliver your sales messages.
- **Radio Increases Sales Through Showmanship**
  Increase your sales in the Fort Worth area with a KTAT Radio program as scores of others are doing daily. You get outstanding talent . . . planned merchandising ideas . . . promotion . . . and *everything* to put your sales message over.
- **Potential Radio Audience of One Million Listeners Daily**
  If you are looking for *something* different . . . *something* that gets attention and HOLDS it, stop looking. For no matter where you look you'll never be able to duplicate KTAT showmanship in merchandising to a potential audience of one million at anything near the cost.

TARRANT BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
RAYMOND E. BUCK, *President*
SAM H. BENNETT, *Gen. Mgr.*
National Representatives:
FREE & PETERS, Inc.

1000-WATT FULL TIME
KTAT
New York Detroit Chicago
San Francisco Los Angeles

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Canadian Stations Decide on Uniform Contract and Card

Second Fee to Brokers to Be Studied by Committee

By JAMES MONTAGNES

THE Canadian Association of Broadcasters representing independent stations throughout the Dominion, held a two-day convention Feb. 8-9, at the King Edward Hotel, Toronto, the third since the association was revived in 1934, and decided to establish a uniform contract to apply to all Canadian stations and to appoint a committee to advise member stations regarding the payment of commission to time-brokers. They also discussed in detail the payment of fees to the copyright association, and heard Dr. Augustin Frigon, assistant general manager of the Canadian Broadcasting Corp. explain the cooperation policy of the government-owned radio organization.

All sessions were held behind closed doors. Thirty-eight of the 54 member stations were represented by the owners or managers, and it was pointed out that all independently-owned Canadian stations, with the exception of less than 10, now belong to the organization.

Copyright Troubles

THE COPYRIGHT fees came in for most of the discussion during the first day's session. The situation in Canada, members heard, had now been cleaned up, with the recent setting of fees by the government's Copyright Appeal Board, which fixed the yearly fees amounting to $70,000 for all Canadian stations, government as well as privately owned.

Part of the first day's session and part of the morning session of the second day were devoted to the subject of paying time brokers a second commission of 15%, since broadcasters have found in the past that there have been too many "fly-by-night" time brokers. It was learned from the association's secretary, Arthur Evans, that Don Copeland, of Associated Broadcasting Co. Ltd., presented the case for the established time brokers, while C. M. Pasmore of MacLaren Advertising Co. Ltd., and Alex Phare of R. C. Smith & Son Ltd. showed how the advertising agencies fitted into the radio picture. It was finally decided to appoint a committee headed by Al Leary of CKCL, Toronto, to investigate the status of time brokers and make recommendations regarding the payment of a 15% commission direct to members.

Dr. Frigon spoke to the convened broadcasters of the decision of the CBC to cooperate as much as possible with the private stations. The CBC was interested only, he explained, in seeing that as many Canadian listeners as possible heard good Canadian programs. The CBC did not intend to burden the private broadcasters with stringent regulations or much red tape, and intended to leave the stations free to operate within the bounds of the radio act of last year. He did not touch on the subject of advertising nor announce the plans of the CBC in that regard.

The Canadian Association of Broadcasters lined up at the closing session a standard contract form and rate card to be used by all Canadian stations in writing advertising business.

CFRB and CKCL, the two private stations in Toronto, were joint hosts to 53 conventioners at a stag dinner Feb. 8 at the King Edward Hotel.

The convention was presided over by Harry Sedgwick, of CFRB, who was also reelected president of the CAB for the coming year. F. H. Elphicke of CJCA, Edmonton, was elected vice-president. Elected directors were W. C. Borrett, CHNS, Halifax; Phil Lalond, CKAC, Montreal; J. Beardall, CFCO, Chatham; A. A. Murphy, CFQC, Saskatoon; Harry McLaughlin, CJRC, Winnipeg.

Those Attending

In addition, the following attended: George Chandler, CJOR, Vancouver; H. G. Love, CFCN, Calgary; W. Hardy and L. E. Edwards, CHML, Hamilton; C. Thomas and Phil Morris, CFPL, London; G. Anderson, CKOC, Hamilton; D. Buchanan, CKPC, Brantford; L. W. Rewick, CHSJ, St. John; Al Leary, CKCL, Toronto; F. A. Lynds, CKCW, Moncton; J. S. Niele, CFNB, Fredericton; M. Lefebvre, CHLP, Montreal; Dr. G. M. Gelbert, CKCO, Ottawa; Charles Plumb and Mr. Knight, CFLC, Prescott; Roy Thompson and Don Bassett, CFCH, North Bay; CJGB, Timmins, and CJKL, Kirkland Lake; Dawson Richardson, CJGX, Yorkton; Reg. Dagg, CKWX, Vancouver; Dr. Ch. Hood, CHNC, New Carlisle; Ralph White, CFJC, Kamloops; T. G. Robinson, CJAT, Trail; W. E. Mason and J. D. Kemp, CKSO, Sudbury; James Annand, CFRC, Kingston; J. N. Thivierge, CHRC, Quebec City; A. T. Sandell, CKTB, St. Catherines; J. G. Hyland and J. C. Whitby, CJIC, Sault Ste. Marie, Ont.; P. LePage, CKCV, Quebec City; Col. and Mrs. Keith Rogers, CFCY, Charlottetown; W. C. Mitchell and E. Liddle, CKCR, Waterloo; Frank Ryan and J. E. Campeau, CKLW, Windsor; Vic Neilsen, CFCF, Montreal.

From the United States came Frank Chizzini, NBC transcription service, New York; Maurice Wetzel, NRC transcription service, Chicago; C. O. Langlois, Lang-Worth Feature Program Service, New York; Mr. and Mrs. J. H. McGillvra, Mr. and Mrs. G. W. Besse, Mr. and Mrs. G. W. Harker and N. P. Colwell, all of the Joseph H. McGillvra offices.

BOAKE CARTER, commentator for Philco over 23 CBS stations, has been signed by the *Philadelphia Public Ledger's* newspaper syndicate to do a daily column which will be sold to newspapers throughout the country.

"La Crossed" Up

JACK MARTIN, news broadcaster of WKBH, La Crosse, Wis., has a grudge against a canary, or vice versa. Mrs. W. H. Davis, of La Crosse, has a bird that pays no attention to music, patent bird foods or whistling, but warbles fearfully whenever Announcer Martin starts his newscasts. It doesn't let up until Jack signs off, and then returns to its perch without a whimper. Mrs. Davis vows the bird doesn't react in that way to any other announcer or commentator. It's now a question in the Davis home, of selling the bird, or doing without Jack's broadcasts.

Wrigley Test in West

WM. WRIGLEY Jr. Co., Chicago, Feb. 15, starts *Scattergood Baines*, magazine character of Clarence Budington Kelland, on the CBS Pacific Coast network in a test which will be expended nationwide if successful. Program will be heard at 8 p. m. (PST) five times a week. A. E. Meyerhoff and Nelson Shawn, of Neisser-Meyerhoff Inc., Chicago, recently returned to Chicago from the Coast where they made arrangements for the series.

NACOR MEDICINE Co., Indianapolis (asthma remedies) has stipulated with the Federal Trade Commission to assume all responsibility for testimonials and to revise claims for the properties of its products as a specific for respiratory and bronchial ailments.

Action by FTC

LOFT Inc., Long Island City, N. Y. (candy) has been ordered by the Federal Trade Commission to cease from falsely disparaging the candy products of its competitors. The case grew out of the advertising campaign and sales program conducted by that company during 1934 and 1935. The Commission's order also is directed against Dr. Daniel R. Hodgdon, New York City, who according to the findings, joined with Loft Inc. in conducting a campaign of false disparagement. It was found that Dr. Hodgdon is not a doctor of medicine, but that he delivered a series of lectures over the radio, which were sponsored by Loft Inc., and directed against glucose as a candy or food ingredient.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES · SEATTLE · SAN FRANCISCO

1000 WATTS—YES! BUT WATTA THOUSAND WATTS!

Don't be confused by the fact that WAVE has "only" a thousand-watt power . . . Especially with our swell 940 K. C. position on the dial, that is plenty enough to give you practically all the people in this trade territory . . . Remember too that the adjacent area *outside* our limits isn't thickly-populated or very high in purchasing power. It's Louisville you want, and it's Louisville you *get—cheaply*—via WAVE.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RESULTS!
COUST MOST
Let us acquaint you
with our work.
RADIO STATION REPRESENTATIVES
NEW YORK CHICAGO
WEED & COMPANY

KLZ Promotes Quinn

APPOINTMENT of Frank Quinn, of the sales staff of KLZ, Denver, as national sales manager was announced Feb. 1 by F. W. Meyer, station manager. Mr. Quinn will work with E. Katz Special Advertising Agency, KLZ representatives, in the national field. He has been with KLZ for five years and during most of the time was top man in sales.

Oil Burner Testing

HARVEY WHIPPLE Inc., Springfield, O. (Mastercraft oil burner) will start a musical program on WJZ beginning Tuesday, 6:35-6:45 p. m. Al & Lee Reiser, George Griffin comprise the talent. Series set for eight weeks through Willard G. Myers, New York.

Three New Grants Are Made by FCC

Stations in Helena, Saginaw, Santa Barbara Authorized

THREE new broadcasting stations, one a full-time regional, were authorized by the FCC Broadcast Division at its Feb. 2 and 9 meetings, at which it also rejected six other applicants for new local stations.

The "People's Forum of the Air" on Feb. 2 was authorized to erect a new 100-watter on 1210 kc. in Helena, Mont., now without a station. The grant, made without a hearing, was to a group headed by Barclay Craighead, of Helena, state director of the Federal Housing Administration, holder of 50% of the stock; E. B. Craney operator of KGIR, Butte, 40%; Sam C. Ford, attorney, 10%.

The News-Press Publishing Co., Santa Barbara, Cal., publisher of the *Santa Barbara News* and *Press*, was authorized to erect a full-time 500-watt station on 1220 kc. Thomas M. Storke, president and publisher, holds more than 97% of the stock.

Harold M. Gross and Edmund C. Shields were authorized to erect a new 500-watt daytime station on 950 kc. in Saginaw, Mich., now without a station, Examiner Dalberg being reversed. Mr. Gross is operator of WJIM, Lansing, and Mr. Shields, an attorney and Democratic Committeeman for Michigan. Each owns 50% of the stock.

The application of the Saginaw Broadcasting Co. for a part-time 100-watter on 1210 kc. in Saginaw was denied. Milton Greenbaum, local clothier, heads that company. Also denied was the application of the Metro Broadcasting Co., Los Angeles, for a new local there.

Other denials of new station applications included those of W. T. Knight, operator of WTOC, Savannah, seeking a new local there; Mr. and Mrs. Jack E. Brantley, also seeking a local in Savannah; Power City Broadcasting Co., Niagara Falls, N. Y., seeking a local there, and the Niagara Falls Gazette Publishing Co., seeking a similar station.

ASSIGNMENTS of the licenses of WMC and WNBR, Memphis, to the Memphis Broadcasting Co., subsidiary of the *Memphis Commercial Appeal*, are sought in applications filed Feb. 9 with the FCC. The two stations were included in the purchase of the Memphis newspaper several months ago by the Scripps-Howard interests.

BBC Is Said to Favor Marconi-EMI Television

A REPORT that the government's television advisory committee of the British Broadcasting Corp. has selected the Marconi-EMI system of television after nine months of testing it alongside that of Baird Television Ltd. was received from London Feb. 5. Whether this means the BBC will entirely drop the Baird system was not divulged, though the first-announced purpose of the parallel tests from transmitters at Alexandra Palace in London was to determine which system was more feasible. The Baird system is backed by the Gaumont British film interests. The Marconi-EMI system is that of Electric & Musical Industries Ltd., big radio concern which exchanges patents with RCA. The Marconi-EMI television system is understood to be much the same as that of RCA, which is now being tested with its 441-line transmissions from the Empire State Bldg. transmitter.

WGCM, WMFN to Ewing; Denies Acquiring WHEF

DENYING published reports that that he had purchased WHEF, Kosciusko, Miss., P. K. Ewing, vice-president and commercial manager of WDSU, New Orleans, reported to BROADCASTING Feb. 5 that he has purchased WGCM, Mississippi City, and has acquired the construction permit of WMFN, formerly of Clarksdale but now being rebuilt at Grenada, Miss., subject to FCC approval. Mr. Ewing took charge of the Mississippi City station, located midway between Gulfport and Biloxi, or six miles from each of those cities, on Feb. 1 but awaits FCC action on the acquisition of the Grenada station's permit.

Mr. Ewing will continue with WDSU and has assigned his son, F. C. Ewing, for the last two years in the sales department of WDSU, as general manager of the two properties he has acquired. WGCM, operating with 250 watts day and 100 watts night on 1210 kc. but holding a construction permit to operate with full time on 1120 kc., was purchased from Sam Gates. WMFN, to operate with 100 watts on 1210 kc., was purchased from E. C. and J. C. Wharton, who also own WHEF, Kosciusko.

Sealtest Changes

SEALTEST LABORATORIES Inc., New York (testing laboratories) a unit of National Dairy Products, has signed Robert Dolan as musical conductor, Donald Dickson and Lucia Graeser, vocalists, for its NBC *Saturday Night Party* program. *The New Yorkers Chorus*, directed by Lynn Murray, will continue on the hour. This is the first shift in talent since J. Walter Thompson Co., New York, was appointed last December to handle the program.

DATTER, WHERE'D YOU GIT THAT BRACELET?

Don't worry, Pa. There aren't any sweat shops in Fargo - Susie and all the other woiking goils in town earn enough jack to afford these small luxuries of life.

That's another reason why Fargo is such a swell town for the cosmetic people, the automobile people, the smart people who advertise over WDAY.

WDAY, INC.
N. B. C.
FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT
Affiliated with the Fargo Forum

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
There's money to spend in Connecticut! Total internal revenue collections in 1936 revealed a 40.7% gain over 1935, as compared with a 12.7% gain for the nation as a whole.
Basic Network Station of the Columbia Broadcasting System

J. LEWIS ASSOCIATES
Public Relations Counsel
Specializing in Radio
Hotel Roosevelt New York

Television Service In Certain Regions Soon Is Foreseen

Lohr and Gilman Discuss the Status of Visual Medium

SPEAKING before the Commonwealth Club of San Francisco, Don E. Gilman, vice-president in charge of NBC's Western Division, on Jan. 29 told Club members that television, while definitely out of the laboratory stage, has not reached the degree of perfection sought by RCA and NBC officials that warrants its being presented to the public. He indicated, however, that television may be offered to "certain areas within a year or two."

Substituting for Lenox R. Lohr, NBC president, who due to an unavoidable delay was unable to reach San Francisco for a scheduled talk before the Commonwealth Club gathering, Mr. Gilman stressed the fact that "the immense investment which will be required before this new industry gets under way and the tremendously specialized units essential to satisfactory television make it necessary for us to proceed with utmost caution, both in fairness to the public and to all branches of the radio business."

"You have probably heard" Mr. Gilman said, "that radio set manufacturers have been instrumental in holding back television purposely, because television would make the present radio receiving sets obsolete. This is not so.

New York Experiments

"WE HAVE been broadcasting television experimentally to about 100 receivers scattered in the New York area. We have been using 343-line definitions in these broadcasts, but we shall soon start using the improved 441-line definition. This will add to the distinctness of the image, but it will also mean the rebuilding of transmitters and the recalling of the 100 receivers now in use in order that they may be coordinated with the new transmitters to be distributed. Changes such as these will follow one another rapidly during the next year or so and every change means an entirely new receiving set if the image is to be picked up at all. I venture the guess, however, that television may be offered to certain areas of the nation in about two years and that at that time the industry will have more closely approached the goal we have set for ourselves.

"In spite of which," Mr. Gilman concluded, "we may have television broadcasts within a year or so between, say, New York and Washington. Later they may be extended to Chicago. But the immense investment which will be required before this new industry gets under way makes it necessary for us to proceed with caution, in fairness to the public as well as to all branches of the radio business.

On Jan. 30, which date marked his first visit to the Pacific Coast since he became NBC president, Mr. Lohr met with the San Francisco and Eastbay press for a further discussion of television. Answering all questions about the new art frankly and speaking vividly of the many innovations television will necessitate, he particularly pointed out that while it involves great expense and an entirely unique method of talent treatment, it will eventually take a place all its own in the entertainment world.

NBC CHIEFTAINS — Lenox R. Lohr, NBC president (right) and Don Gilman, western division vice-president, caught by a candid cameraman in an animated discussion of television, about which they both talked freely while in San Francisco. Mr. Gilman holds a piece of the coaxial cable used in transmitting television images, which will be the link for connecting networks of stations for television when it eventually emerges.

"As Mr. Gilman has already told you," said Lohr, "television, when it really gets under way, will require the largest investment ever asked of any industry. When you consider that the coaxial cable, the only means by which television images may be carried by wire, costs $15,000 a single mile and that even with the use of this cable the transporting of images between cities as close as New York and Philadelphia calls for the construction of amplifiers at a midway spot, you will readily realize that television is, to put it mildly, a costly undertaking.

"Considering just the television studio itself we again meet unprecedented expense. The television studio will require not only the acoustical control of our present sound studios, but will also call for highly-specialized lighting systems, expertly-trained studio casts and musicians and a staff of make-up artists entirely different in workmanship than any we have today for either radio, stage or screen.

"In addition to the live talent programs which will emanate from a studio as described above, and the television presentations of regular films, there is a third, and most costly phase of the industry covering out-door pickups, viz., sports events, parades, presidential inaugurals, and the like. $300,000 is certainly not too large a sum to put against a routine pickup.

It was Mr. Lohr's opinion that with television will come a type of advertising completely different and doubly effective than that used at present.

"For example," he said, "the sight of an automobile tumbling and rolling in a cloud of dust to demonstrate the strength and life of its top or springs; the picture we will receive through our television sets of the commercial cast actually putting to use the product advertised will have an appeal and selling power never before attained. There is no doubt but that television will have a tremendous influence not only on advertising methods, but its possibilities as a cultural, educational and "human touch" agent are unlimited."

Paley's Viewpoint on Television . . .

TELEVISION for popular use is still a long way off, in the opinion of William S. Paley, CBS president, who has been in Hollywood for more than two weeks looking over the network's West Coast headquarters and conferring with Donald W. Thornburgh, vice-president in charge of Pacific Coast operation, on plans for the new $1,000,000 studios and executive offices, construction of which are scheduled to start early in March and be completed by October. The radio executive, at a press conference Feb. 5, pointed out that practical television might be available in New York in the next two years, that metropolitan centers would have the new medium of entertainment first because of the difficulties of transmission to rural district. He hazarded a guess that home television sets, when ready, would be priced at about $400 at first.

The new five-story CBS headquarters in Hollywood, will not include a television studio, but space will be set aside for that purpose.

"We move where the talent is to be found," Mr. Paley said, adding that more intelligent direction and writing, and the work of the recently formed producer-radio committee, under chairmanship of Will Hays, "have been instrumental in silencing the cry of exhibitors and proved that air appearances, correctly handled, were beneficial to screen talent reputations.

"Radio and motion pictures are finding more common ground with a definite tendency toward Hollywood origin for programs. People throughout the country are increasingly interested in hearing screen personalities. This public demand is to be met."

Mr. Paley was scheduled to leave Hollywood Feb. 15, returning to his eastern headquarters. His predictions of Hollywood's emergence as the radio center of the country, were given added support with the return Feb. 4 of Willet H. Brown, assistant manager of KHJ, the Los Angeles Mutual-Don Lee network, from Chicago. He attended the first national sales conference and business meeting of the Mutual Broadcasting System in that city early this month, representing the Don Lee Broadcasting System. Brown brought back plans for boosting KHJ as a program originator for Mutual in which network it now ranks fifth, with New York, Chicago, Cincinnati and Detroit, respectively, originating most of the shows.

A LOCAL hookup of KGGC, San Francisco, and KLS, Oakland, will begin operating on March 1, according to W. N. McGill, KGGC manager, both stations by that time having completed their new vertical antennas.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

Here Are Facts!!

SIXTY-ONE local advertisers are using WBAL.

FIFTY-FOUR have renewed their contracts one or more times.

LOCAL ADVERTISERS GET RESULTS ON WBAL!!

WBAL also offers NATIONAL ADVERTISERS the most powerful station in Maryland, the only clear channel, *and an audience at the lowest cost per listener of any station in the state!*

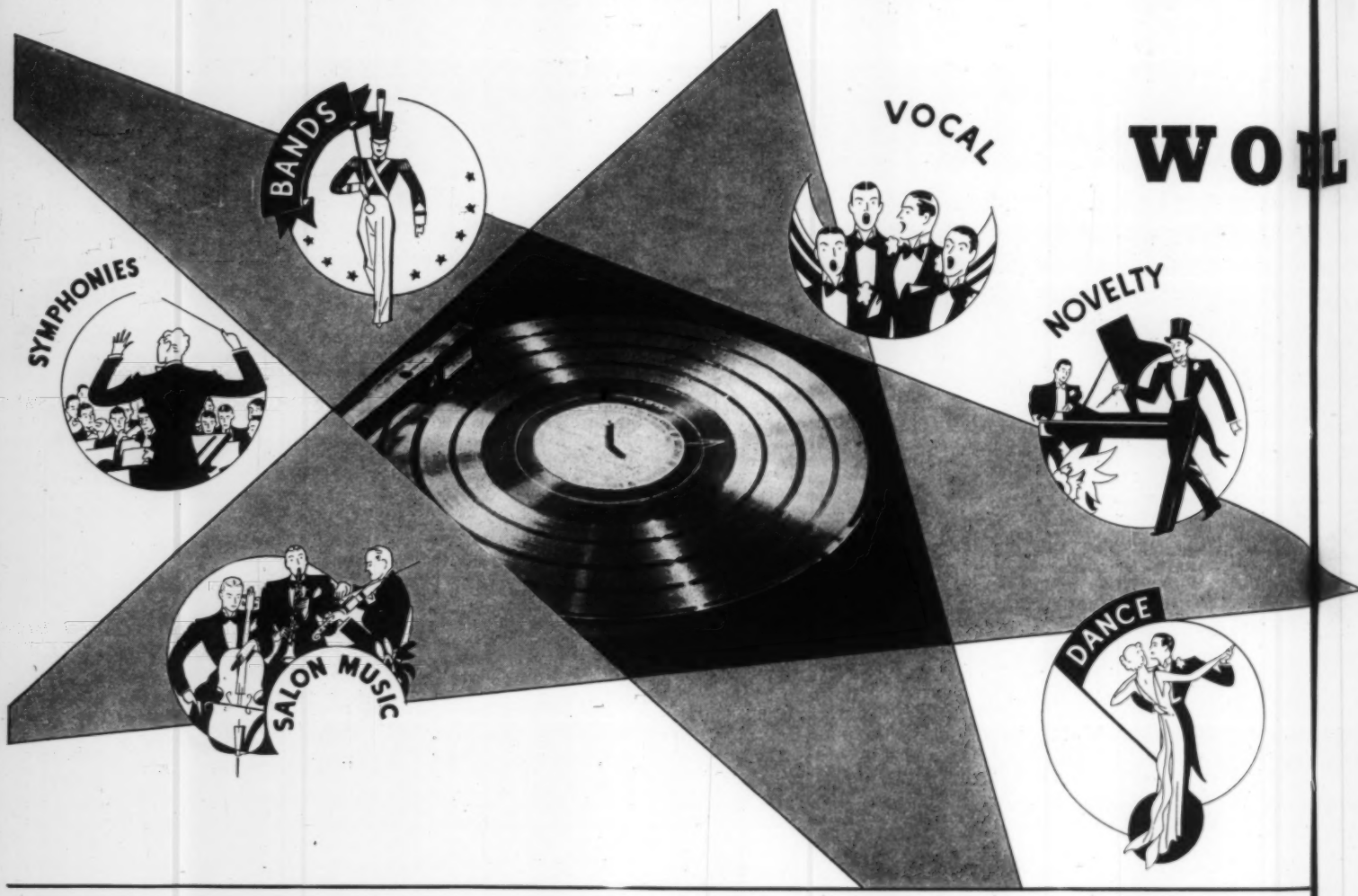
WBAL

Maryland's Only Clear Channel High Power Station

BALTIMORE, MARYLAND

National Representative: HEARST RADIO

NEW YORK . CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS



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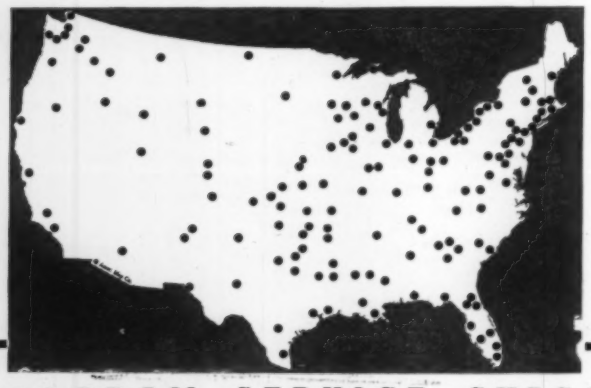
UP-TO-THE-MINUTE ENTERTAINMENT FROM TRANSCRIPTION HEADQUARTERS



WORLD PROGRAM SERVICE SUBSCRIBERS..... 171 LEADING ST

ALABAMA
WAPI Birmingham
WMFO Decatur

ARIZONA
KOY Phoenix

ARKANSAS
KUOA Fayetteville
KFPW Ft. Smith

CALIFORNIA
KPMC Bakersfield
KIEM Eureka
KNX Los Angeles
KLX Oakland

COLORADO
KFEL Denver
KGHF Pueblo
KFKA Greeley

CONNECTICUT
WTIC Hartford
WELI New Haven

DISTRICT OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WMBR Jacksonville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WCOA Pensacola
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WTFI Athens
WGST Atlanta
WRDW Augusta
WMAZ Macon

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WJBL Decatur
WTAX Springfield

INDIANA
WTRC Elkhart
WGBF Evansville
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WHO Des Moines
WKBB Dubuque

KANSAS
KFBI Abilene
KGGF Coffeyville
KIUL Garden City
KVGB Great Bend
KWBG Hutchinson
WIBW Topeka

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge
KMLB Monroe
WDSU New Orleans
KRMD Shreveport

MARYLAND
WFBR Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MAINE
WCSH Portland

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
WEBC Duluth
KROC Rochester
KSTP St. Paul

MISSISSIPPI
WAML Laurel
WQBC Vicksburg

MISSOURI
KMBC Kansas City
KWK St. Louis
KGBX-KWTO Springfield

MONTANA
KFBB Great Falls

NEBRASKA
KFAB Lincoln
KOIL Omaha

NEW MEXICO
KGGM Albuquerque
KRQA Santa Fe

NEW YORK
WOKO Alba
WGR-WKBW Buff
WOR New York C
WQXR New York C
WHDL Olea
WHAM Rochest
WFBL Syracu

NORTH CAROLINA
WBIG Greensb

NORTH DAKOTA
KLPM

OHIO
WJW Akro
WCKY Cincinn
WHK Clevela
WHKC Columb

LD PROGRAM SERVICE

Exclusive Features

that build business for you

• World Program Service features are built at Transcription Headquarters—the only complete recording and processing facilities in the world for production of Vertical transcriptions. World's top-flight orchestras, vocal artists, directors and sound engineers are at work every day to supply you with this exclusive radio entertainment . . . The internationally-famous World Library contained almost 1,800 separate selections on January 1, 1937—and during this year at least 576 new selections will be sent to World subscribers. World Library brings you outstanding popular selections and classics—Dance Numbers, Salon Music, Symphony Concerts, Bands, Vocal Ensembles and Novelty Programs—from radio's best artists to listener with unimpaired reality! All are recorded by the Western Electric Wide Range Vertical system. Each subscriber is equipped for "matched quality" reproduction, with the finest fidelity attainable today on any transmitter . . . The importance of this service in the progress of American broadcasting is shown by the fact that over 60% of all stations in the United States (91% of all high-powered stations) had installed Vertical 33 1/3 r p m equipment by January 1, 1937, for the sole purpose of broadcasting transcriptions produced by World. To realize similar increases in your local advertising income—to build up your sustaining features for greater station prestige—write for complete information—address World Broadcasting System at Transcription Headquarters, 711 Fifth Avenue, New York City.

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

WBS

STATIONS AVAILABLE IN ANY COMBINATION

Toledo
Youngstown
Dayton

OKLAHOMA
Ada
Ardmore
Enid
Muskogee
Tulsa

OREGON
Klamath Falls
Portland

PENNSYLVANIA
Allentown
Erie
Harrisburg
Philadelphia

WIP Philadelphia
WEEU Reading
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH CAROLINA
WCSC Charleston
WIS Columbia

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

KGNC
KFDM
KGFI
WBAP
KTSM
KXYZ
KFRO
KRLH
WOAI
KCMC
KGKO

KDYL

WNBX
WCAX

TEXAS
Amarillo
Beaumont
Corpus Christi
Ft. Worth
El Paso
Houston
Longview
Midland
San Antonio
Texarkana
Wichita Falls

UTAH
Salt Lake City

VERMONT
Springfield
Burlington

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WSAU Wausau

WYOMING
KDFN Casper
KWYO Sheridan

HAWAII
KGMB Honolulu

CANADA
Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg

New Brunswick
CHSJ St. Johns
CKCW Moncton

Nova Scotia
CHNS Halifax

Ontario
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec

Saskatchewan
CJRM Regina

FOREIGN
Australia
2 GB Sidney
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne

New Zealand
1 ZB Auckland

France
Radio Toulouse Paris

Mexico
XEW Mexico City

XUM

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE
HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Right Side Up

THE CUSTOMARY decorum of national advertising schedules has been knocked cockeyed by the combination of flood, strike and adverse weather conditions, with their resultant upheavals among the industries affected. But the disorder, as proved by past experiences, will be only temporary and there will be no ground lost that cannot be recovered.

Radio, along with other media, is feeling the pinch of cancelled, curtailed or postponed schedules, mainly in the automotive and related lines as a direct result of the Detroit sit-down strike. But broadcasters need have no undue regrets, for that business will rebound in due course.

We realize the difficulties involved in cancelling contracted time or penalizing accounts for failure to fulfill contracts. But in crises such as flood or strike, such actions usually are beyond the control of the account or its agency. Stations could insist upon fulfillment or the consequence of short rates, but that only causes ill-feeling. All media should do whatever they can to cooperate with industry in the fullest degree under these extraordinary circumstances.

As for stations in and out of the flood areas which threw off commercials for the bigger job of rescue and relief, they are bound to regain that business—and indeed, according to reports of rehabilitation projects, they will be even more sought after by accounts and their agencies during the stimulated activity brought about by the rebuilding. American industry has great comeback powers; radio will come back with it.

A Courageous Step

IN THESE days of delicate susceptibilities and furious reactions to anything "off color" on the radio, it takes courage indeed to do what WCAU, Philadelphia, is doing in staging a series of talks on social diseases with doctors of the county medical society delivering them late at night in order to reach the adult audience. WCAU inevitably will be criticized by certain groups whose sensibilities may be offended, but it is wisely leaving to competent medical men—with proper checks by its own experts against bad taste—the writing and delivering of the speeches in their campaign against the spread of the evil.

We feel the discussion of this subject, properly handled, should be no less important than the discussion of the tuberculosis evil which WWJ is carrying on with such laudable results [BROADCASTING, Feb. 1]. It all depends on how it is done. Radio was criticized severely some years ago by Dr. Thomas J. Parran Jr., now the Surgeon General of the United States, an authority on social diseases, when one of the networks banned a broadcast of a public scpeech he was making on the subject. In those days radio was still "feeling its way". Today it is strong enough to withstand minority pressure groups and do what it knows to be right in the general public service.

To the argument that such a sustaining series as WCAU is carrying may open the way to commercial broadcasts expounding the merits of various remedies and specifics for social diseases, we say *Bosh!* It simply won't happen while the broadcasting industry remains in the hands of men of competence, character and a sense of the right thing to do. If someone slips, rest assured the authorities will quickly check him.

Forward Move

ONE OF the most constructive changes in FCC procedure instituted in recent months is the requirement that new station applicants prove beyond doubt their financial ability and also the need for the service they propose to render. The instructions issued by Chief Examiner Davis G. Arnold, that no case be closed unless ample corroborative evidence is produced by station applicants on their financial ability, appear to us to be both timely and necessary.

A franchise for a new station carries along with it an obligation to serve public interest. Applicants not financially qualified to carry forward a definite program of service should not be accorded the rights that repose in a license. Moreover, extreme care should be exercised to ascertain that additional service is needed, lest indiscreet grants result in lowering of service standards to listeners because of resultant competition.

"Dick" Probert

AMERICAN industry lost one of its best minds and radio one of its strongest boosters with the untimely passing of L. C. Probert, vice-president of the Chesapeake & Ohio railroad. He was perhaps the first of the railroad men to recognize the possibilities of spot broadcasting for the promotion of transportation. He converted the C. & O., practically unknown to the passenger railroad field a few years ago, to the forefront of that type of traffic in its territory through the judicious use of spot programs while older roads, evidently too smug to essay a new medium, allowed the C. & O. to skip away with the cream of the business.

We knew "Dick" Probert before his railroad days as the chief of the Washington Bureau of the Associated Press. He was generally recognized as one of the best newspapermen in the field. His talents and leadership soon became apparent in railroading and his loss will be keenly felt not in that important industry but among the many radio men who during the last few years came to know and respect him.

The RADIO BOOK SHELF

A NEW and long-needed book on radio broadcast technique, titled *Handbook of Radio Broadcasting*, will be published late in February or early in March by the McGraw-Hill Book Co., New York, the work of Waldo Abbot, director of broadcasting and assistant professor of speech at the University of Michigan. It is based on Mr. Abbot's experience as a broadcaster and teacher, his classes in radio being among the most inclusive offered by any university. Mr. Abbot is scion of a famous writing family, dating back to John S. C. Abbot and Jacob Abbot, authors of the Rollo books and of *Abbot's History of Napoleon Bonaparte*. His father was the late Willis John Abbot, noted author and editor of the *Christian Science Monitor*.

THE autobiography of Mary Margaret McBride and her participating program on WOR, New York, is narrated in chatty style in *Here's Martha Deans* (Garden City Publishing Co., Garden City, N. Y., $1). The perspiring details of her early *Martha Deane* programs, through the purloining of the first sponsor and into interesting episodes in the commentator's career, are offered in this breezy 294-page work.

TOLD mainly in autobiographical style is *The Story of Cheerio* (Garden City Publishing Co., Garden City, N. Y. $2), for which 10,000 copies had been ordered before the book was off the press. The book deals with the life of Cheerio, anonymous human interest commentator on NBC, and presents poetry and narratives related to his decade of radio experience. Touching stories of joy and suffering appear by the dozen and frequent illustrations are included.

MAURICE LOWELL, production director for NBC in Chicago, has just completed *Listen In, An American Manual of Radio*, which was published by the Dodge Publishing Co. on Jan. 25. The book is a comprehensive and practical guide for those wishing to enter radio.

UNIVERSITY of Chicago Press has published complete proceedings and texts of addresses of the First National Conference on Educational Broadcasting held in Washington Dec. 10, 11 and 12, 1936.

We Pay Our Respects To —

All the Men and Women of Radio Who in the Disastrous 1937 Flood Crisis Gave Unstintingly and Heroically of Their Time and Effort to Rescue and Relieve Distressed Humanity

IN DEVOTING this column to all of our colleagues of the flood zone and to Radio at large, rather than to some individual, as we have done in each issue since we began publication, we feel it is paying only meager tribute to the wholehearted, unselfish and often heroic work of the managers and staffs of America's radio stations and networks and to the army of amateur, police and military radio men whose devotion to duty in a time of grave emergency writes a glowing chaper in the public service history of our youthful industry.

Mere words can hardly express the pride everyone in Radio must feel in a task so well done—so well done that, as Red Cross and other high officials attest elsewhere in this issue, its performance gave aid and comfort not only locally but to the entire nation during the distress period and undoubtedly contributed to holding the human casualty list down to a minimum for a disaster of such grave and widespread proportions.

Radio has often been accused of having no tradition and being greedy. But youth, too, can build a tradition—and a wholesome example of Radio's willingness to forget self was furnished by the complete abandonment by all stations in the flood regions of everything but broadcasts devoted to human needs; by the heroic rescue and relief work of the station managers and their staffs, not to mention their remarkable news coverage of the disaster so that the outside world could know; and by the magnificent results achieved by stations and networks generally in helping the Red Cross put over its great drive for funds.

All of this, of course, is no more than should be expected of Radio, as FCC Chairman Prall asserted in his recent broadcast, but Chairman Prall, speaking for the administration, was quick to recognize that Radio, when put to the trial, was not found wanting in any respect.

With a stroke of the pen, President Roosevelt could have commandeered every radio facility in the land for flood rescue and relief service under the emergency clause of the Communications Act of 1934. That he did not find it necessary to do so, speaks volumes.

So we pay our respects to no individual in Radio, though many of them deserve and will have their names written boldly in history's roll of honor. We pay our respects to an army of men and women, from telephone girls and student announcers and "hams" to owners and managers and chief engineers and performers, who pitched in for the service of saving lives, alleviating suffering, checking panic, thwarting the ravages of pestilence and aiding rehabilitation—working during the crisis around the clock.

We will not attempt to enumerate here that honor roll; even our news columns in this issue and last cannot tell the whole story, for many of our colleagues are still too busy with their humanitarian work to think about the tradition they are establishing. To all of them we pay our most humble respects.

PERSONAL NOTES

LESTER E. COX, Midwestern broadcaster and executive of KCMO, Kansas City, and KGBX and KWTO, Springfield, Mo. is vacationing in South America and plans to return March 1.

HAROLD C. HIGGINS has joined the WOR Chicago sales office as a salesman and Dorothy E. Miller has been appointed secretary to R. J. Barrett Jr., manager of the office.

GEORGE ENGELTER, traffic manager of the Iowa Network, has joined WIRE, Indianapolis, in a similar capacity.

REA HUDIBERG has joined the sales staff of WBT, Charlotte.

KAREL PEARSON has been transferred from the traffic department of NBC, San Francisco, to a similar position in Hollywood. George Fuerst has replaced Pearson in San Francisco.

CY TAILLON, formerly commercial manager of KGHL, Billings, Mont., has joined the sales staff of KLZ, Denver.

FRANK BOWES, former Colonial Network salesman in Boston, has shifted to the WBZ-WBZA, Boston-Springfield, sales staff.

RUSSELL C. SHAILER, formerly of Providence, has joined the sales staff of WDRC, Hartford.

W. TERRELL SLEDGE, farm machinery salesman, and Cyril Wrigglesworth, auto salesman, have joined the sales staff of WOAI, San Antonio. Salesman Clifton Tupper was confined to his home for several days due to illness.

PAUL F. PETER, secretary of the Joint Committee on Radio Research and former chief statistician of RCA and of NBC, on Feb. 12 was married to Ruth K. Doehrmann of Washington.

HIRAM HIBSBY, hillbilly artist, has joined the executive commercial staff of WAAW, Omaha.

ROGAN JONES, president of KVOS, Bellingham, Wash., was confined in a hospital in Washington, D. C., during the week of Feb. 1 with an influenza attack. He returned to his hotel Feb. 9.

JOHN CHARTERS has been named to the sales department of WICC, Bridgeport, to succeed Frank Ruddock.

MARSHALL P. TATE, formerly on the sales staff of KMTR in Hollywood, has joined KHJ, Los Angeles, in a similar capacity.

HARBEN DANIEL, sales manager of WSM, Nashville, and Mrs. Daniel became the parents of a daughter, Catherine Murrey, Jan. 31.

QUIN RYAN, manager and announcer of WGN, Chicago, is spending his annual winter vacation on Santabel Island, off the West Coast of Florida.

W. L. WALTMAN, general manager of KBIX, Muskogee, Okla., was forced to leave a sickbed to return to his desk when an epidemic of innuenza struck the KBIX staff.

H. K. CARPENTER, general manager of WHK; John F. Patt, general manager of WGAR; V. H. Pribble, manager of WTAM, and M. F. Rubin, president of WJAY, all Cleveland stations, have been named among the more than 100 trustees of the 1937 Great Lakes Exposition, in Cleveland. The exposition opens May 29 and will continue on Lake Erie's shores for 101 days.

FRANK MULLEN, manager of the RCA department of information, has been elected a vice-president of the American Forestry Association for 1937, an honorary post bestowed in recognition of his services in forestry and conservation. Mr. Mullen is a former agricultural expert and before joining RCA was NBC farm editor.

NORMAN BOGGS, commercial manager of WAAF, Chicago, will join the sales staff of WGN, Chicago, on Feb. 15, replacing George Harvey who has become a salesman for MBS in Chicago. Mr. Boggs entered radio in 1931, when he left the publication field to become a salesman at WAAF, where he directed the sales staff for the past two-and-a-half years. For the present no successor will be named for Mr. Boggs, his work being assumed by William E. Hutchinson, general manager of the station.

ELLIS C. VANDERPYL, commercial manager of WGAR, Cleveland, is back on the air. He withdrew a year ago to devote his full time to sales, but was recalled to the microphone by the steady stream of letters reaching the station.

PHILIP KERBY, former copywriter for Geyer, Cornell & Newell Inc., New York, has joined the NBC sales promotion department, New York, in a similar capacity. Mr. Kerby at one time was with AP and also served as a war correspondent.

GORDON H. MILLS, formerly NBC manager of guest relations, has been promoted to the NBC local sales staff in Radio City. Charles Thurman who has been serving as Mr. Mills assistant, succeeds him.

E. A. WEIR, prominent in Canadian radio circles, and recently representative for various American firms, has joined the Canadian Broadcasting Corp. to take charge of external relations and commercial activities.

BEHIND THE MICROPHONE

PETER DIXON has dropped his New York production activities to concentrate on free-lance radio writing and is living in Sebring, Fla., for the winter. Dixon's most recent air show was *News of Youth* for Ward Baking Co. Raymond Knight is now writing and directing the baking company show.

SHIRLEY WARDE, formerly of the CBS production department is now producing the Ripley program for J. Walter Thompson Co.

STUART HAWKINS, for the last two years assistant to Bertha Brainard, NBC commercial program manager, has resigned.

WELLS (Ted) CHURCH, formerly with CBS, in Washington, Robert Baral, former newspaperman, Don Glassman, former free-lance writer, Thomas Riley, transferred from the news division, and Frank C. Lepore, editor of *NBC Transmitter*, have joined the NBC press department in Radio City.

FRED HOEY, commentator of WAAB, Boston, and Colonial Network, has been signed by General Mills Inc. and Socony-Vacuum Oil Co. to broadcast major league home games in Boston this year, and to present resumes and scores for Penn Tobacco Co.

ARNO ARRIGA, well known orchestra leader and composer, formerly of the Metropolitan Opera and director of orchestras on WJZ and WEAF, has been appointed musical director of WBNX, New York.

VERNON CRAWFORD, formerly of WMAS, Springfield, Mass., has joined the announcing and production staff of WPRO, Providence.

RICHARD JOY, for the past few years associated with the radio department of the University of Southern California, in Los Angeles, has joined the announcing staff of KNX, Hollywood.

HOWARD MEMMOTT, program director of WPRO, Providence, is the father of a baby boy born in January.

LOUIS WITHERS, formerly of KPO and American Broadcasting System, has been added to the announcing staff of the NBC studios in San Francisco.

NED FRENCH has joined the announcing staff of WHDH, Boston, and fills the post left vacant by Art King, who has joined WHN, New York. Dorothy Otis, daughter of Edwin Otis, WHDH program director, is conducting *Shirley Shopper*, a cooperative program.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:

"Ask the fellows who know us"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

CLIFF ENGLE, announcer, and Ned Tollinger, producer, have both been granted leaves of absence by NBC, Western Division, effective immediately. Engle will go off the NBC announcer payroll for one year in order to handle his *Voice of the Exposition* duties on Treasure Island, new Golden Gate Exposition show, sponsored by Owl Drug Co., San Francisco and heard over the NBC Pacific-Red network. Tollinger has been signed by Signal Oil Co. to take over master-of-ceremonies duties on *Carefree Carnival*. At the conclusion of the *Carefree Carnival* engagements Tollinger will resume production assignments with NBC. Louis Withers, formerly with KPO, replaces Engle.

WALTER RUDOLPH, former theatre man and associate of Bob Roberts, new manager of KYA, San Francisco, while the latter was at KTAB, has replaced Cy Trobbe as musical director of KYA.

BERTON BENNETT of the NBC announcing staff, San Francisco, recently substituted for Sam Hayes, flu victim, on the *Richfield Reporter* news broadcasts over the Pacific NBC-Red network.

MISS DOROTHY NUTTALL has joined the traffic department of KFRC, San Francisco.

EARL TOWNER, formerly of the music staff of KFRC, San Francisco, and one-time choral director of Horace Heidt's orchestra, has been appointed musical director of KSFO, San Francisco. Also added to the KSFO musical division with Towner were George Whitney, Harry French and Arnold Hutto.

GENE LaVALLE, former actor, has been named dramatic director of WJAY-WHK, Cleveland.

DOM C. DAVIS, formerly of the NBC guest relations staff in Radio City, has succeeded Frank C. Lepore as editor of the *NBC Transmitter*, house organ.

LEI TO NEW YORK — Here is Harriet Mairs, KGU, Honolulu, presenting a flower lei to Capt. R. O. D. Sullivan, skipper of the *Hawaii Clipper*, to be delivered in New York to Johnny, the call boy on the Philip Morris program. The little ceremony took place just before the clipper took off for Alameda. The aloha was from Dustin Smith, Philip Morris representative in Honolulu and KGU, in celebration of the 1937 Philip Morris NBC program in Hawaii over KGU.

MARY MARGOT HAINES, 29, night receptionist at WIP, Philadelphia, eloped to Elkton, Md., Jan. 22, and was married to Paul Moyer, 38, New York pharmacist, on the staff at the Benjamin Franklin Hotel Pharmacy.

GIBBS PENROSE, well-known actor and native of Baltimore, has joined the acting and continuity staff of WBAL, Baltimore, succeeding Gary Morfit, who has gone to New York to free lance.

LYNN WILLIS has been appointed acting production director of WIP, Philadelphia.

HERBERT HARRIS, formerly of WNOX, Knoxville, has joined the announcing staff of WSB, Atlanta, succeeding Walter Paschall, who has taken six-months leave to head Atlanta's Federal Forum project.

GILBERT BAYEK and Bob Provan, announcers of WDRC, Hartford, each has announced his engagement to be married.

DON BENNETT, former actor, has joined WNBF, Binghamton, N. Y., as production manager.

RALPH BRYAN, former program manager of KQW, San Jose and KGMB, Honolulu, has given up production work and on Feb. 2 opened an engagement at Rio Del Mar Country Club, Santa Cruz resort, directing his own dance band.

JOSEF HORNIK, a member of the NBC musical staff since shortly after the Western Division was organized, who retired as orchestra conductor of the *Woman's Magazine of the Air* and *Western Farm & Home Hour* program, is devoting himself to Viennese music programs, upon which he is an authority, and has already opened a new series *Viennese Echoes*, heard over the NBC Pacific-Blue network. He also started a string group series, heard over NBC Pacific-Red network. Pablo Ricardo, a favorite with NBC music audiences succeeded Hornik and assumed his new duties Feb. 1.

HARRY LE ROY, formerly of KMTR, Hollywood, has joined KGGC, San Francisco, as assistant production manager. Le Roy will also specialize in sports broadcasts.

CHARLES BENSON, formerly an announcer at KHJ in Los Angeles, has gone to KEHE, that city, in a similar capacity.

ROSWELL ROGERS, for the last eight months continuity editor of KMTR, Hollywood, has joined KNX, that city, as continuity writer. Rogers at one time was editor of the *New Stylus*, literary publication.

RODNEY MAYS, on the announcing staff of KMTR, Hollywood, for several months, has been placed in charge of special events. He succeeds Hal Styles who resigned in January to launch his own program, *Help Thy Neighbor*, on KHJ, Los Angeles.

JOHN CONTE, for the last year on the announcing staff of KHJ, Los Angeles, has been promoted to chief announcer, succeeding the late William Kuser, killed several months ago in an automobile accident. KHJ has also added John Kennedy to its announcing staff. He was formerly with KFAC in that city.

HARRY HALL has been named chief announcer of KFWB, Hollywood, succeeding Cliff Howell, who has been made assistant to William Ray, production manager.

RAY BARRETT, formerly with WBNX, New York, and the old WIBO, Chicago, has joined the announcing staff of WDRC, Hartford.

PAT BISHOP has been made assistant to Jose Rodriguez, KFI-KECA news editor, replacing Gene Handsaker, who resigned to join KEHE, Los Angeles. Bishop, an announcer, besides assisting in preparing copy, is now handling news broadcasts. Rodriguez, along with his other duties, has a Monday night quarter hour of editorial comment on KFI.

ART KIRKHAM, chief announcer of KOIN, Portland, Ore., has joined the ranks of radio's network personalities with the inauguration Feb. 8 over the CBS Pacific system of his feature program, *This and That*, Mondays, Wednesdays and Thursdays, 2:45 to 3 p. m., a KOIN feature the past 4½ years.

DEAB COMBS, news editor in the Lincoln studios of Central States Broadcasting System, is the father of a baby boy born in January.

FRANK SAMMONS, formerly of Evanston, Ill., has joined the announcing staff of KOIL and KFAB, Omaha. He was with Affiliated Broadcasting Co. in Chicago.

CARL GEORGE, production manager-announcer of WGAR, Cleveland, has passed the Ohio State Bar Association examinations. Meanwhile he continues at WGAR.

BEN FELD, formerly with St. Louis Symphony, Gene Rodemick and other orchestras, and concertmeister of the KMOX orchestra, has been named musical director of the St. Louis station.

MAURICE P. OWENS, previously in dramatic work, has joined WROK, Rockford, Ill., in charge of sports and William R. Traum, newspaper radio writer, has joined the announcing staff.

WOKO
BASIC
CBS OUTLET
ALBANY, N. Y.

A Trial Will Convince You Of Its Popularity

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
FIRST in St. Louis
to broadcast daily
FREE "Help Wanted" Service!

KEITH KERBY, formerly of KOIN, Portland, has been added to the announcing staff of KSFO, San Francisco.

JANET BAIRD has joined the *Woman's Magazine of the Air* as continuity writer and interviewer, replacing Fred Hegelund, transferred to the NBC production staff in San Francisco.

DALE FRADY, formerly with the Elwood J. Robinson Jr. Adv. Agency, Los Angeles, has been appointed publicity director of KMTR in Hollywood. He succeeds Ray F. Frazer.

VIRGIL EVANS, of KBIX, Muskogee, Okla., was married in January to Miss Carmen Russell, of Muskogee.

LAVELL WALTMAN, program director of KOVC, Valley City, N. Dak., began his seventh year as an announcer on Feb. 2 in "utter silence". He was recuperating from the "flu" when stricken with complete hoarseness, but expected to be back on the job within 10 days.

RAY SERVATIUS, continuity writer, has joined WSYR, Syracuse, coming from WIBX, Utica. William Rothrum has joined WSYR, having been program director of WMBO, Auburn, N. Y.

CHARLES MAPLE, postgraduate student at Mercer U and formerly with WRGA, Rome, Ga., and Basil Hall, reporter, have joined the announcing staff of WMAZ, Macon, Ga.

ARTHUR FULTON, in charge of traffic for Associated Cinema Studios, Hollywood, and Gracie N. Rauch, office secretary for Radioaids, Inc., Hollywood, were married in Los Angeles Jan. 30 and left for a honeymoon at Ensenada, Mexico.

GEORGE Y. CLEMENT, a director of Radio Transcription Co. of America Ltd., Hollywood recording concern, has returned to his home in Philadelphia after approximately two months on the west coast.

RUSSELL RICHMOND, studio manager of WHK-WJAY, Cleveland, has been named chief announcer, with James Uebelhart becoming night manager. Alan Jenkins has been transferred to Cleveland from WHKC, Columbus.

NBC Hollywood Staff

BECAUSE of the substantial growth in the number of network programs originating in Hollywood, NBC has again added to its staff in that city. Joe Thompson, producer, has been transferred from the San Francisco studios to a similar post in Hollywood, and Myron Dutton, free lance Los Angeles producer and continuity writer, has also been added to the staff. They are working under Marvin Young, recently appointed Hollywood production manager. Karel Pearson has been placed in charge of traffic, having been transferred from that department in San Francisco. His successor in San Francisco is George Fuerst, formerly of the general office staff there.

Mrs. Carrie Spencer

MRS. CARRIE SPENCER, 91, mother of Minetta Ellen, (Mrs. Barbour of *One Man's Family*, NBC serial), died in Oakland, Cal., Jan. 26, after several months' illness. Mrs. Spencer was known as "The Grandmother of One Man's Family".

Located in that area WEST of the Rockies, where crop failure is unknown.

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate

WHAT ARE KEEBS?
Teaser Question Exciting Chicago Listeners

SAWYER BISCUIT Co., Chicago, obtained some interesting results from a teaser campaign recently conducted on their *Man on State Street* program featuring Bob Elson and heard over WGN daily except Sundays at 11 a. m.

For two weeks Elson intermittently asked listeners to write him an answer to the question "What are Keebs?" Letters poured in at the rate of 300 a day with answers varying anywhere from "Keebs is a bath" to "Keebs are a new kind of pickles". In reality, Keebs is a new biscuit baked by Sawyer in Chicago and associated bakers in other cities.

Public libraries reported that they were swamped with inquiries as to the meaning of Keebs with the librarians themselves just as bewildered as the inquirers. The response was all the more remarkable in view of the fact that no awards were given to any of the listeners.

Neisser-Meyerhoff Inc., which handles the Sawyer account, reports a success with the "question and answer" type of program, of which Elson's program is an example. Other bakeries for whom the agency has done "man-on-street" broadcasts include the Quality Biscuit Co., in Milwaukee, which broadcast on WTAM, and the Lakeside Biscuit Co., Toledo, on WWJ, Detroit. Manchester Biscuit Company, Fargo, N. D., starts a similar program on WDAY Feb. 15.

Bowey's NBC Plans

BOWEY'S Inc., Chicago (Dari Rich milk) will renew its NBC-Red network program on March 8 for 52 weeks. Effective with the renewal sponsor will take a new time period for the 21 stations, Mondays, Wednesdays, Fridays, 5-5:15 p. m., with repeat at 5:45 p. m. *Adventures of Dari Dan* has been selected as the new title for the program. Russell C. Comer Adv. Co., Chicago, has the account.

WILLIAM FISKE HANNAFORD, 47, secretary-manager of Dan B. Miner Co., Los Angeles agency, died in Ventura, Cal., Jan. 27 from pneumonia. He joined the Dan B. Miner Co. in 1922, serving on its board of directors and also as head of the media department. Well known in Pacific Coast advertising and radio, Mr. Hannaford at one time was president of the Pacific Association of Advertising Agencies.

First of Music Written Specially for Broadcast Is Submitted to CBS

CBS announces it has received the first work completed by a member of the Columbia Composers' Commission appointed last fall to write music specifically for the microphone. William Grant Still, eminent Negro composer, has submitted a program work titled *Lenox Avenue*. The composer has been in Hollywood for some time writing and arranging music for film productions and *Lenox Avenue* is his tribute from California to Harlem's gayest thoroughfare.

The composition consists of 11 musical episodes for chorus, orchestra and announcer. Each episode is introduced separately by the announcer speaking over the music. The continuity accompanying the score was written by Verna Arvey. Actually, throughout the broadcast, there is only one break in the music. Most of the episodes are brief, the longest lasting 3 minutes and 15 seconds. The score contains complete directions as to how the engineers shall "mix" the voices and orchestra and there are numerous directions to the various instrumentalists in the orchestra. *Lenox Avenue* will be performed by the Columbia Symphony Orchestra some time during the summer, as members of the Columbia Composers' Commission have until June 1 to complete their works.

The Columbia Composers' Commission was formed last October. At the invitation of William S. Paley, CBS president, Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still accepted the first Columbia Composers' Commission, the purpose of which is to encourage writers of serious music to utilize the possibilities of the microphone and loud speaker.

Toscanini on NBC

ARTURO TOSCANINI, famed conductor, has accepted an invitation from David Sarnoff, RCA president and NBC chairman, to broadcast a series of sustaining programs over NBC networks. Negotiations were conducted by cable and transoceanic telephone, with Samuel Chotzinoff, noted musical critic and friend of Toscanini, visiting the conductor at his home in Milan, Italy.

FREE! . . . On Request A $2.00 Wall Map of the Evergreen Playground

It tells in 2 minutes how to cover Seattle, Tacoma and the entire rich Puget Sound market with one station—

The Greater KVI now 5000 watts!
CBS Affiliate

Who Said Flood?

Saturday, January 30, just four days after the ravaging Ohio Valley Flood of 1937 reached its crest of 48.7 feet at Wheeling, 3673 persons packed the Wheeling Civic Auditorium to see and hear the 197th weekly stage presentation of the famous WWVA Jamboree. Had conditions been *perfect* such a crowd would have been a miracle in theatrical circles, but what with a community more or less upset by a river 12.7 feet above flood stage, the accomplishment stands out as a sensation.

Those not on the "inside" continue to shake their heads in amazement as the WWVA Jamboree goes on week after week — month after month — yes, year after year — packing 'em in. But to those of us who know, such an accomplishment is but another tribute to the outstanding loyalty of thousands for "The Friendly Voice from out of the Hills of West Virginia".

Loyalty in radio listeners is as essential to advertisers as is a good product, a bang-up merchandising campaign and a top-notch radio idea, and WWVA has that essential loyalty in Eastern Ohio, Western Pennsylvania and Northern West Virginia and is proving it with substantial returns for a packed schedule of radio advertisers.

It will pay you to check this claim!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

Drackett Co., Cincinnati (Drano), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.
Larus & Bros. Co., Richmond (Edgeworth tobacco), weekly *t*, thru Marschalk & Pratt Inc., N. Y.
American Kitchen Products Co., New York (Steero boullion cubes), 5 weekly *sa*, thru Geare-Marston Inc., Philadelphia.
Fred Fear & Co., Brooklyn (egg dye), 2 weekly *sa*, thru Menken Adv. Inc., N. Y.
Seven-Up Bottling Co., Philadelphia (soft drink), weekly *sa*, thru Philip Klein Inc., Philadelphia.
Household Finance Corp., Chicago, weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Plough Inc., Memphis (proprietary), daily *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 5 weekly *sa*, thru De-Forest Merchandising Bureau, Springfield.
Coolerator Co., Duluth (refrigerators), 6 weekly *t*, thru Ferry-Hanly Co., Chicago.

WOR, Newark

Hecker Products Corp., New York (Gold Dust, Silver Dust), 5 weekly *t*, thru BBDO, N. Y.
Modern Industrial Bank, New York (loans), weekly *sp*, thru Metropolitan Adv. Co., N. Y.
F. & M. Schaefer Co., Brooklyn (beer), weekly *sp*, thru BBDO, N. Y.
Tide Water Associated Oil Co., New York, 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
Hoffman Beverage Co., Newark, 3 weekly *sp*, thru BBDO, N. Y.
New York Diesel Institution Inc., New York (diesel, air conditioning school), weekly *t*, thru DeRouville Adv. Agency, Albany.
Ferry Morse Seed Co., Philadelphia, 3 weekly *t*, thru N. W. Ayer & Son Inc., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 3 weekly *t*, thru Baggaley, Horton & Hoyt Inc., Chicago.

WMAQ, Chicago

National Biscuit Co., New York (biscuits), 5 weekly *sp*, thru McCann-Erickson Inc., N. Y.
Corzon Corp., Chicago (cold tablets), weekly *sp*, thru Ruthrauff & Ryan Inc., Chicago.
H. Fendrich Inc., Evansville, Ind. (Charles Denby cigar), weekly *t*, thru McJunkin Adv. Co., Chicago.
Chicago & Northwestern Railroad, Chicago (transportation), 312 *sp*, thru Caples Co., Chicago.

WAAB, Boston

Winget Kickernick Co., Minneapolis (underwear), 300 *sa*, thru Radpress Adv. Counsellors, Sheboygan, Wis.
Prince Macaroni Mfg. Co., Boston (Prince Macaroni), 255 *sp*, thru Continental Adv. Agency, Boston.

KSFO, San Francisco

Pioneer Canneries, Seattle (Pioneer minced clams), daily *sa*, thru Beaumont & Hohman Inc., Seattle.
American Home Products Corp., New York (Anacin), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.

WBBM, Chicago

Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (tooth brush), 6 weekly *sa*, thru Lambert & Feasley Inc., N. Y.
Consolidated Drug Trade Products Inc., Chicago (proprietaries), 6 *sp*, thru Benson & Dall Inc., Chicago.
Reid, Murdoch & Co. Inc., Chicago (Monarch foods), 42 weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Kroger Grocery & Baking Co., Cincinnati (grocery products), 5 weekly *t*, 26 weekly *sa*, thru Ralph H. Jones Co., Cincinnati.
W. A. Sheaffer Pen Co., Ft. Madison, Ia. (fountain pens), 6 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Drackett Products Co., Cincinnati (Drano cleanser), 78 *t*, thru Ralph H. Jones Co., Cincinnati.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winner cigarettes) 6 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

KGO, San Francisco

Golden Nugget Fudge Co., San Francisco (Quick Fudge Mix), weekly *sp*, thru Lord & Thomas Adv. Agency, San Francisco.
E. P. Reed & Co., Rochester (Matrix shoes), weekly *t*, thru Geyer, Cornell & Newell Inc., N. Y.

WQXR, New York

Joseph Martinson Inc., New York (coffee), daily *sa*, thru Albert Frank-Guenther Law Inc., N. Y.
Dictograph Products Corp., New York (Accousticon), *t*, thru Lambert & Feasley Inc., N. Y.

KBIX, Muskogee, Okla.

Purity Bakeries, Chicago (Taystee bread), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Casco Co., Canton, O. (proprietary), 6 *sa*, direct.

WNAC, Boston

Ce-Lect Baking Co., Brighton, Mass. (Ce-Lect bread), 18 *sp*, thru Harry M. Frost Co. Inc., Boston.
Paine Furniture Co., Boston, 10 *sa*, thru Greenleaf Adv. Agency, Boston.

KYA, San Francisco

Union Pacific Railroad, Los Angeles, (transportation) 12 *t*, thru Caples Co., Los Angeles.

WBZ-WBZA, Boston-Springfield

Bradley Co., Springfield, Mass. (games), 13 *ta*, thru Blackstone Adv. Inc., N. Y.
Billings-Chapin Co., Cleveland (paints), 26 *ta*, thru William Ganson Rose Inc., Cleveland.
Frye Co., Watertown, Mass. (Pancreo-Bismuth), 39 *sp*, thru Lawrence M. O'Connell Inc., Springfield, Mass.
Reid, Murdoch & Co., Chicago (Monarch food), 728 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Daggett Chocolate Co., Cambridge (Page & Shaw chocolates), 52 *t*, thru Harry M. Frost Co. Inc., Boston.
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 91 *sa*, thru John W. Queen, Boston.

KDKA, Pittsburgh

Kroger Grocery & Baking Co., Cincinnati, 260 *t*, thru Ralph H. Jones Co., Cincinnati.
Japan Canned Crab Packers & Exporters, Tokyo, Japan, 6 *sp*, thru Maxon Inc., N. Y.
Hostetter Co., Pittsburgh, Pa., 39 *sa*, thru Walker & Downing, Pittsburgh, Pa.
Easy Washing Machine Corp., Syracuse, N. Y., 39 *sp*, thru BBDO, N. Y.

KDYL, Salt Lake City

E. P. Reed & Co., Rochester, N. Y. (Matrix shoes), 13 *t*, thru Geyer, Cornell & Newell Inc., N. Y.

KFRC, San Francisco

Wander Co., Chicago (Ovaltine) 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KHJ, Los Angeles

American Pop Corn Co., Des Moines, weekly *sp*, thru Coolidge Adv. Co., Des Moines.

WLS, Chicago

Purina Mills, St. Louis (flour), 5 weekly *t*, thru Gardner Adv. Co., St. Louis.

WEAN, Providence, R. I.

T. Noonan & Sons, Boston, 91 *sa*, thru Doremus & Co. Inc., N. Y.

Washington Post

"For further details read your newspapers—"

WMCA, New York

Consolidated Drug Trade Products, Chicago (Peruna, Kolar-Bak), 6 weekly *t*, thru Benson & Dall Inc., Chicago.
Kelly Motors Inc., New York (Graham autos), 6 weekly *sp*, thru U. S. Adv. Corp., N. Y.
Valmor Products Co., Chicago (Sweet Georgia Brown cosmetics), weekly *sa*, thru Frankel-Rose Co., Chicago.
Carbona Products Co., New York (soapless suds), 3 weekly *ta*, thru E. T. Howard Co., N. Y.
Canada Dry Ginger Ale Inc., New York (beverages), 3 weekly *sa*, thru J. M. Mathes Inc., N. Y.

WEEI, Boston

Boston & Maine Railroad, Boston, 11 *sp*, thru Doremus & Co., Boston.
Fellows Medical Mfg. Co., New York (Fellows Hypophosphite Syrup), 91 *sa*, thru Radio Sales, New York.
Harvard Brewing Co., Boston, 33 *sa*, thru Charles W. Hoyt Co., Boston.
John A. Lyons, Boston (Julep Cigarettes), 24 *t*, thru O'Dea, Sheldon & Co., N. Y.
Lever Bros Co., Cambridge (Spry), 312 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Walkover Shoe Stores, Boston (chain shoe stores), 39 *sa*, thru Joseph J. Weed & Co., N. Y.

WBT, Charlotte, N. C.

General Electric Supply Corp., New York (Hot Point), 3 weekly *sp*, direct.
Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chrysler Corp., New York (Dodge autos), 10 *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 3 *sa*, thru Compton Adv. Inc., N. Y.
Swift & Co., Chicago (All-Sweet margarine), 22 *sa*, 3 *sa*, thru J. Walter Thompson Co., Chicago.

WGN, Chicago

Union Pacific R. R. Co., Omaha (transportation), 12 *t*, thru Caples Co., Los Angeles.
Bathasweet Corp., New York (toilet preparations), 2 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Kellogg Co., Battle Creek, Mich. (cereals), 5 *sp*, thru N. W. Ayer & Son Inc., N. Y.
E. P. Reed & Co., Rochester (Matrix shoes), 13 *t*, thru Geyer, Cornell & Newell Inc., N. Y.

WICC, Bridgeport, Conn.

Nehi Inc., Columbus, Ga. (beverages), weekly *t*, thru James A. Greene Adv. Agency, Atlanta.
Investor's Mortgage & Guarantee Co., Bridgeport, Conn., 130 *sp*, thru De Garmo Corp., N. Y.
Plough Inc., Memphis (proprietary), unlimited *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Me-Tel Service Inc., Bridgeport, 28 *sa*, thru Badger, Browning & Hersey Inc., N. Y.
Billings-Chapin Co., Cleveland (paint), 33 *ta*, thru Wm. Ganson Rose Inc., Chicago.
Johnson Educator Food Co., Cambridge, Mass. (crackers), 6 weekly *sa*, thru John W. Queen, Boston.
Keystone Macaroni Mfg. Co., Lebanon, Pa., 156 *sa*, thru Aitkin-Kynett Co., Philadelphia.
Plough Inc., Memphis (proprietary), 208 *sa*, thru Lake-Spiro-Cohn Inc., Memphis.

WENR, Chicago

Peter Hand Brewery Co., Chicago (Meister Brau beer), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Corzon Corp., Chicago (Corzon cold tablets), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., Chicago.

KTAR, Phoenix, Ariz.

Signal Oil Co., Los Angeles, (Signal gasoline), weekly *sp*, thru Logan & Stebbins Adv. Agency, Los Angeles.

RADIO ADVERTISERS

OLIXIR GASOLINE SALES Inc., Los Angeles (petroleum products), advertising through Hanff-Metzger of California Ltd., Los Angeles, is planning a new radio series.

NATURE FRIEND Inc., New York (Magic Song bird food) will devote the major part of its 1937 appropriation to radio and already has placed a seven-weekly series of programs with merchandising tieups on WMCA, New York. Agency is Frank Presbrey Co., New York.

COYNE ELECTRICAL SCHOOL, Chicago (technical school), has started a test campaign to increase enrollments on WBBM, Chicago, placed through the McJunkin Adv. Co., Chicago. May be extended later.

FELLOWS MEDICAL MFG. Co., New York (proprietary) has appointed Nelson-Gilliam Adv., New York, as agency.

MONROE SANDER Corp., Long Island City (cosmetics) is advertising through Zinn & Myer Inc., New York.

WATSON Co., Attleboro, Mass. (silversmiths) is advertising through Larchar-Horton Co., Providence.

ARCTURUS RADIO TUBE Co., Newark, has named Harry P. Bridge Co., Philadelphia, as advertising counsel.

E. L. BRUCE Co., Memphis, has appointed Buchen Co., Chicago, as agency for its Terminex.

CENTRAL SHOE Co., St. Louis, has appointed Kelly-Stuhlman Inc., St. Louis, to handle advertising.

KEYSTONE Macaroni Mfg. Co., Lebanon, Pa., is placing a series of 156 spot announcements in the East through Aitken-Kynett Co., Philadelphia.

NEWS with a feminine angle, broadcast by Ruth Bryan, former newspaper woman turned radio commentator, is the gist of *Women in the Headlines*, sponsored by Roberts & Oake Co., Chicago (pork sausage, hams, bacons), on WBBM, Chicago, three daytime quarter-hours weekly. Series started Feb. 9 and is scheduled for 13 weeks, placed through Presba, Fellers & Presba Inc., Chicago.

HINZE AMBROSIA Inc., New York (cosmetics) has transferred its account to Monroe F. Dreher Inc., Newark.

PRINCE MACARONI MFG Co., Boston, has placed its advertising with Wood, Putnam & Wood Co., Boston.

WHITING MILK Co., Boston, has started a 26-week participation in the *Marjorie Mills* cooperative program on WEEI, Boston. Miss Eileen Wallace, nutrition expert, has been appointed director of home economics for the sponsor. N. W. Ayer & Son, Inc., Boston, is handling the Whiting account.

ARMIN VARADY Inc., Chicago (cosmetics) has ordered 10 more of its WBS transcribed two and three-minute programs, supplementing the series which started Jan. 25 on WIRE, CKLW, WAVE, WCFL, WMCA. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

DRACKETT Co., Cincinnati (Drano) on Feb. 1 renewed its twice-weekly *Hello Peggy*, WBS quarter-hour transcriptions on 23 stations. Ralph H. Jones Co., Cincinnati, is agency.

H. B. DAVIS Co., Baltimore (paint) will place a campaign of 10 five-minute WBS discs on a score of stations. Programs are titled *True Life Dramas*. Van Sant, Dugdale & Co. Inc., Baltimore, is agency.

THOMAS J. LIPTON Inc., Hoboken (tea) has renewed *Ralph Kirbery, Al & Lee Reiser* on WEAF, Mondays, Wednesdays, Fridays, 12 noon to 12:15 p. m. Frank Presbrey Co., New York, is the agency.

AROUND THE CLOCK—News of KMBC programs in Kansas City reaches the eyes of motorists who pass or are overtaken by one of the fleet of 300 taxicabs that this week are carrying this unique program exploitation. KMBC will use the space one week in each month to give publicity to important local programs.

Spot Business Contracted As KBST Makes Its Bow

WITH MORE than $10,000 worth of business sold during its first month, KBST, new local at Big Spring, Tex., is now operating under regular license and with a complete staff, according to an announcement Feb. 7 by C. M. Garnes, commercial manager. Among national accounts on the station are General, Firestone and Kelly-Springfield tires for 150, 78 and 936 spot announcements respectively, and Phillips Petroleum, for six 15-minute programs weekly.

Manager is James F. Wilson, former manager of KFPW, Fort Smith, Ark. Mr. Garnes is former manager of KIUL, Garden City, Kan. His assistant is Margaret Galletly, formerly of KIUL. Gene Reynolds, formerly of KFPW, is program director and chief announcer, and Weldon Stamps, also previously with KFPW, is announcer. Pete Shaw is continuity head, and engineers include E. I. McKinney, formerly of KRBC, Abilene, Frank Adcock, from KFYO, Lubbock, and Avery Faulkner. The station has both NBC Thesaurus and Standard Radio transcription libraries. KBST is licensed to the *Big Spring Herald*.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Good Fellow

WGRC, New Albany, In., each day puts on a program titled *What's On the Air*, designed to acquaint its listening public with its programs of the following day. Not content, however, with giving only a resume of its own schedule, WGRC includes highlights of its neighbor stations, WHAS and WAVE, Louisville.

WDSW, Champaign, Ill., Now on Regular Schedule

GOING on the air last month, the new WDSW, Champaign, Ill., is now operating on regular schedule with 100 watts daytime on 1370 kc., with L. Glenn Collison as manager, Paul Fahnstock as program director and Jack Wainscott as chief engineer. The station is owned by the *Champaign News-Gazette* and its call letters are drawn from the initials of the late D. W. Stevick, publisher, whose widow Mrs. Helen M. Stevick and daughter Mrs. Marajen Stevick Jones now publish the paper.

Located in the home community of the University of Illinois and covering the Champaign-Urbana area, the station's studios are in the newspaper building. Its equipment includes RCA turntables, crystal control and frequency monitor; Collins speech input; Truscon vertical radiator; Western Electric and RCA microphones; Jensen speakers, and Transceiver Laboratory pack transmitter.

"HUMAN INTEREST DRAMAS"

5-Minute Transcribed
RADIO PROGRAMS

Produced on R.C.A. Discs.
Using Finest New York Cast
ACTION • MUSIC
SOUND EFFECTS

52 SKITS of EACH
for
BANK
FURNITURE
LIFE INSURANCE
LOANS
JEWELRY
OPTICAL

Now on the air for more than a hundred clients

Also Available
26 1-Minute Beauty
Shop Radio Programs
Wire or Write

The H. S. G. Advertising Agency, Inc.
420 Madison Ave.
NEW YORK

NEWS!
NEWS!!
NEWS!!

It's Hearst's International News—furnished by double news machines to KOMA seventeen hours daily.

This News is open for sponsorship in fifteen-minute periods.

Pick up your 'phone right now, and call the nearest office of our representatives for the best radio buy of 1937.

5000 Watts **KOMA** 1480 Kilocycles

Oklahoma City, Oklahoma

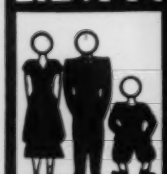
National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

51% MORE PEOPLE

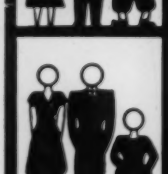
LIVE IN IOWA NETWORK 0.5 MV. AREA *(daytime)*

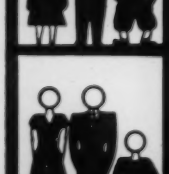
IOWA NETWORK
0.5 mv. area
Population
3,244,172

51% more people than live in 0.5 mv. area of largest Iowa competitor.



LARGEST IOWA COMPETITOR
0.5 mv. area
Population
2,139,569





IOWA NETWORK

RADIO STATIONS OF THE DES MOINES REGISTER AND TRIBUNE

KRNT CBS Basic Des Moines
WMT NBC Basic Blue and Mutual Cedar Rapids Waterloo
KSO NBC Basic Blue and Mutual Des Moines

NATIONAL REPRESENTATIVES
H. KATZ SPECIAL ADVERTISING AGENCY

AGENCIES AND REPRESENTATIVES

FRANK DAHM, whose radio career dates back to 1925 when he joined WGN as continuity editor and publicity director and who has written some of radio's best known script acts, has been appointed radio director of Earle Ludgin Inc., Chicago agency. Author of the *Little Orphan Annie* radio scripts for five years and of *Ma Perkins* for two years, Dahm is leaving the free lance writing field to develop a radio department for the Ludgin office, which has heretofore placed little business on the air.

H. K. CARPENTER, executive vice president of the United Broadcasting Co., radio operating affiliate of the *Cleveland Plain Dealer*, announced Feb. 9 that Free & Peters Inc. has been named national representatives of WJAY, Cleveland, thus giving that concern representation of all the UBC stations. Free & Peters have long represented WHK, Cleveland, and WHKC, Columbus, and last month was appointed representatives of WKBN, Youngstown, which is partly owned by the UBC group.

LORD & THOMAS has taken additional space in the Edison Bldg., Los Angeles, to accommodate its fast expanding radio department, headed by Jack Runyon. Staff consists of eight writers and producers.

BEN LARSON, producer and Hal Fimberg, writer, from the New York staff of Ruthrauff & Ryan Inc., have been transferred to the Hollywood offices of the agency, joining Myron Kirk, in charge of radio. Larson will produce the Gillette Safety Razor Co.'s *Community Sing* which switches to the CBS Hollywood studios on Feb. 21, while Milton Berle makes a motion picture. Fimberg is working with Kirk and Cecil Underwood, producer of the Lever Bros. (Rinso-Lifebouy) Al Jolson broadcasts.

R. A. SORENSON, head of the Chicago office of Russell C. Comer Adv. Co., is spending February motoring through Mexico with Mrs. Sorenson.

HAROLD E. FELLOWS, president of WEEI, Boston, and Francis W. Hatch, New England manager of Batton, Barton, Durstine & Osborn, Inc., produced "Electricity Marches On", the dramatic blaze of the century, at a recent luncheon on the Advertising Club of Boston.

J. H. McKEE, radio director of Cecil, Warwick & Cecil Inc., New York, has resigned but will remain with the agency until a successor is chosen. His future plans have not been announced.

C. E. (Ned) MIDGLEY Jr., radio account executive of Batten, Barton Durstine & Osborn, New York, is the father of a boy, Charles Edward III, born Feb. 2.

G. W. (Tom) HARKER this month joined the sales staff of the New York office of Joseph Hershey McGillvra, station representatives. He was formerly a sales executive with the General Tire & Rubber Co. of Akron and recently served in the New York office of the Curtis Publishing Co.

CLIFFORD GLICK, formerly of the MBC sales department, has been appointed radio director of Consolidated Radio Artists Inc., New York, succeeding James Post, resigned. Margaret Flynn, also of NBC sales, will assist Mr. Glick. Mr. Post is currently in Florida for his health.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices in
NORFOLK — PORTSMOUTH —NEWPORT NEWS

Agencies Pay Fee

LOS ANGELES advertising agencies producing radio shows have been advised by the local Musicians Union that they will be required to make deductions from salaries paid musicians for Social Security records. Musicians, under the ruling, are employes of the agency.

ALLEY & RICHARDS Co. is the new corporate name of the former Richardson, Alley & Richards Co., New York agency with branch in Boston.

APPOINTMENT of Frederick C. Himmelman, advertising and sales promotion man, to the creative staff of Brooke, Smith & French, Inc., Detroit and New York advertising agency, was announced Jan. 28 by Willard S. French, president. Mr. Himmelman for the last six years has been sales promotion manager of Chrysler Sales Corp. He began his business career in Cleveland in 1919 on the *Plain Dealer*. Prior to joining Chyrsler he was with the J. L. Hudson Co., Detroit.

LLOYD GRIFFIN, who joined WBBM, Chicago, early in 1936, moved to the advertising agency field on Feb. 8 when he resigned from CBS to join the radio department of the Knox Reeves Agency, Minneapolis. During his stay in Chicago Griffin announced many of Columbia's commercial programs originating in the Midwest, including the Wrigley and Stewart Warner broadcasts. Previously he had been with WLW, Cincinnati, and WXYZ, Detroit.

A. D. FREYER, who formerly headed his own advertising agency in Kansas City, has joined Jefferson K. Wood, Los Angeles agency, as account executive.

Conquest Alliance Plans

REMOVAL to Hollywood of most of the recording activities of Conquest Alliance Co. representing many foreign stations, especially in Latin America, is contemplated within the near future, it was revealed this month with the announcement that Dr. William Voeller, general manager, was leaving for Los Angeles shortly to complete arrangements. C. H. Venner, president, on Jan. 30 left for Havana to supervise the expansion of the branch office there in charge of Rene Canizares, the expansion to include installation of recording studios. Conquest is also a program and transcription producer.

Re-Forms Dominion Reps

DISSOLUTION of the partnership of Williams & McGillvra, Canadian representation organization, was announced Feb. 8 by H. B. Williams. The organization has reverted to the name Dominion Broadcasting Co., which Mr. Williams formerly operated. Mr. Williams declared also that the organization will not be associated with Joseph Hershey McGillvra, American station representative but that the Toronto address and staff will remain the same with the exception of Mr. McGillvra.

Reliance on 28 Stations

RELIANCE MFG. Co., Chicago (Big Yank work shirts), is sponsoring a quarter-hour transcribed hillbilly musical program once a week on 26 stations throughout the country, a weekly live talent quarter-hour on WLS, Chicago, and a daily live talent quarter-hour on WLW, Cincinnati, placed through Mitchell-Faust Adv. Co., Chicago.

IN NORTHEASTERN WISCONSIN AND UPPER MICHIGAN

THESE STATIONS ARE THE DAILY HABIT OF OVER 1/2 MILLION PEOPLE

A territory not covered by national chains.

You need WTAQ and WHBY, if you want to reach this territory whose income for urban and rural markets is the highest in Wisconsin outside of Milwaukee.

WTAQ **— operating power 1000 watts unlimited time . . . 1330 kilocycles . . . new and modern equipment to handle electrical transcriptions or remote control . . . studios in Green Bay, Appleton, and Oshkosh . . . tested programs daily.**

WHBY — operating power 250 watts day time—100 watts night, full time on local channel . . . 1200 kilocycles . . . equipment to handle electrical transcriptions or remote control from any location outside of studios . . . daily feature programs.

Write, wire or phone for complete data.

Home of WORLD CHAMPION Green Bay Packers
Railroad Center of Central Northwest

JAMES A. WAGNER
Manager-Director
Weston, Frykman & Allen, National Representatives
509 Madison Ave., New York City . 520 N. Michigan Ave., Chicago

WTAQ 1000 WATTS — GREEN BAY WISCONSIN — **WHBY** 100 WATTS

Evansville Stations Fight Continuously To Help Inundated Area During Crisis

By CLARENCE LEICH
Director, WGBF-WEOA, Evansville, Ind.

THE FIRST serious reverberations of the effect of the rapidly rising river were heard at WGBF and WEOA in Evansville on Thursday, Jan. 21. It was then that people began to call in frantically for news of the river stages and for advice whether or not to leave their homes.

For three days, the two stations worked on their regular schedules, taking care of the numberless telephone calls as best they could. On Sunday, WGBF and WEOA began working on a 24-hour basis and for a week after that continued to do so. By Sunday, the hysteria had begun, and people who lived in sections of the town that had never before in any way been affected by river rises began to realize that this flood was going to break all records.

The stations established direct wires to Military Headquarters, Red Cross and Board of Health. All commercial programs were suspended unreservedly. Regular schedules were entirely set aside. The staff went to work in a body and kept on working day and night. Extra trunk lines were put in to take care of the countless thousands of telephone calls which began to pour in and kept on pouring in without pause for more than a week.

Volunteer workers offered their services and were put on duty answering telephones. The stations' regular employes worked at sorting calls and trying to bring order out of chaos. Operators worked day and night, announcers stuck to their posts ready at all times to give emergency messages. Evacuation of inundated territory, by truck and boat, was directed through radio.

Finding the Missing

A BUREAU of missing persons was established, broadcasting calls for help for people and children who had been separated from their families. At regular intervals these messages were broadcast and many reunions were effected through this means. Messages from people offering shelter to refugees were broadcast, helping to quiet the panic which started when people left their homes in a hurry, with little clothing and no idea of where to go.

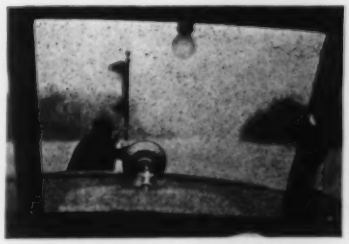
The first of the week of Jan. 24, the heat was cut off at the studios and the city's water supply failed. There was no heat and no water, even for sanitary purposes. The first floor of the studio building was flooded. The transmitters were not affected, however, and both stations kept on operating. People waded in, in boots, until a makeshift bridge was constructed of duckboard, affording a precarious approach to the stairway to the second floor where the studios and offices are located. Several of the station's employes moved in entirely as the flood crowded in on their homes, and a commissary was established to take care of studio workers and volunteers who were working steadily on the average of 20 hours out of 24. Through the commissary regular meals have been served and gallons of coffee have been made to help workers and operators to keep awake.

Work during this emergency has of course been extremely strenuous, but it has not been without its moments of fun. Telephone calls for the most part were fraught with all the elements of human suffering, fear, hysteria, tragedy, and despair, but there were several calls which afforded the tired workers some real amusement—calls, from people who took the entire flood and its consequences as a personal affront.

Gas and Light Off

THIS can best be shown in a call which came early one morning. A woman called the office in a fury of indignation to announce that the gas and electricity had been cut off at her home. Besides that her basement was full of water and she could have no heat. The street in front of her house was flooded and people venturing in and out had to use a boat. Then to cap the climax, her water had been shut off . . . "This," she announced, in an irate voice which could have been heard without the aid of telephones, "This has gone entirely too far!"

Radio made history in this flood and the Evansville staff is proud to have taken a part in this historic crisis knowing that their efforts have not been in vain.



INTO THE GALE—While plunging through flood water at 30 miles an hour, Aaron Shelton, WSM engineer, rigged an aerial on the U. S. Engineers boat *Lockandam*. The boat made it possible to save the whole town of Eddyville.

On the Nose

THE STAFF of WMC, Memphis, spared no effort to furnish the world with latest flood news. For instance, Dave Cobb, WMC staff announcer, was with WMC's shortwave station WABG at Roseland, Ark., when he was notified over WMC to await his cue for a broadcast over NBC in eight minutes. Immediately thereafter, WMC went off the air because of power failure and Cobb was unable to get his cue. But, refusing to be stymied, he depended on his watch — and faith—and came in at the correct second on the network show.

FIGHTING AGAINST ODDS—Photo above shows crew and two of the mobile transmitting units sent out by boat from the partially inundated WCMI, Ashland, Ky., to broadcast bulletins and warnings. Left to right are Ty Terwey, Paul Ruhle, Elmer Leechman, Jack Bell and James F. Kyler. Lower photo shows executive staff of WCMI dressed for action; left to right are Jack Bell, commercial manager; Hester Kyler, program director; James F. Kyler, vice-president; James T. Norris, president.

Mississippi Valley Stations Feel Safe

ALTHOUGH early reports that the Army was evacuating the immediate Mississippi Valley from Cairo to New Orleans gave rise to apprehensions over the fate of the radio stations in that area, reassuring word has been forwarded to BROADCASTING by station operators in that region. New Orleans, particularly, insists that there is absolutely no danger and that fears for its safety are groundless.

Harold Wheelahan, manager of WSMB; Joe Uhalt, operator of WDSU, and A. C. Pritchard, manager of WWL, all in New Orleans, each reported that Army engineers and weather officials have assured them and asked them to assure the people of New Orleans that there is no cause for alarm. New Orleans, famed Mardi Gras, they stated, was being staged as usual—so confident is the city of its security.

Allaying Fear of Public

ALL NEW ORLEANS stations have been engaged in broadcasting official reports designed to allay fear and panic. They also are raising funds for the Red Cross for the less fortunate people in the Ohio and upper Mississippi valley regions. Wrote Joe Uhalt, after reporting that the station up to early in February had raised $60,000 for the Red Cross:

"There was no doubt in any official's opinion that radio's graphic pictures directly from the flood area was largely responsible for stimulating a quick response to pleas for funds. New Orleans does not expect any flood waters to enter the city. In 100 years no levee has been overflown and New Orleans is better fortified now against high waters than at any time in its history. Nevertheless, just as Army engineers have been spurred to greater efforts for emergencies, so, too, has WDSU prepared for emergency broadcasting in the event of a far-fetched catastrophe. Radio has set a higher level than the flooded rivers during this crisis, and Stations WLW, WHAS and WSM, from whom WDSU rebroadcast most of its flooded news, are certainly to be commended for their remarkable achievements and glorious standard they established for all other radio stations to maintain in times of distress."

From Wiley P. Harris, manager of WJDX, Jackson, Miss., came a report that Jackson is entirely an inland point and not in any way affected by the flood. He added:

"We are, naturally, giving broadcasts by the Governor; disseminating all information from the various agencies in the state to counteract the erroneous evacuation order as well as give authentic information and instructions wherever needed.

"We have assisted the Red Cross in its efforts and are happy to report their original quota has been more than five times over-subscribed. We are now assisting them through the Boy Scouts in collecting clothing, bedding, etc., for our distressed sister states.

"We have worked out a network system with shortwave amateur operators that will be put into operation in event an emergency does arise. In other words, we are now watchfully waiting, and prayerfully hoping that nothing of a serious nature will come to the Delta area of our state."

Heroism and Ingenuity Keep WCKY On the Air for Flood Region Service

By ELMER H. DRESSMAN
WCKY, Cincinnati

STEAM heat! O-o-oh!

Electric lights! A-a-ah!!

Plenty of water for drinking and bathing! Whoopee!!!

The boys and girls at WCKY seem to be in heaven these days [Feb. 6]. For the flood is over and all the little ordinary comforts of life are really appreciated now.

Every station in the flood zone had its hours of terror and near-despair, met with bravery and almost superhuman deeds in every instance. But, save for the Louisville stations, we at WCKY seemed to have more than our share of troubles during the ten days from Black Sunday, Jan. 24, to the middle of the following week when receding waters enabled utilities to restore in part their very necessary services.

That Sunday, with the river rising and rain pouring down, the outlook seemed indeed black. Never before had the Ohio passed the stage of 71.1 feet. Old-timers for years had bored us with stories of the "Great Flood of 1884". Now Old Man River had passed that fabulous mark and was sweeping on.

Cut Off From the World

EVERY Ohio River bridge was closed. Our part of the metropolitan district was cut off from the world at large except for a traffic-jammed highway leading to the south. Fears of a food and water famine were kept locked in the individual breast. Nobody talked about it. Wading through slush and water in hip boots, WCKY engineers made ready for the crisis. We must stay on the air. The show must go on—and in this instance, what a show! Emergency bulletin after emergency bulletin! Thrilling calls to river steamboats to chase runaway barges threatening destruction to homes and craft!

Red Cross messages to isolated communities, telling the marooned to keep up their courage! A thousand and one thrills such as Floyd Gibbons, Phil Lord and the rest would find it hard to duplicate.

Chief Engineer Charles Topmiller looked ahead. Before the bridges closed he had arranged with the International Harvester Co. for a Diesel power unit, and when all current was shut off that Sunday night, WCKY stayed on the air, even giving 25% of its time to broadcasting the flood messages of stricken WHAS.

Without a Letup

STUDIO staff (and that meant all hands, from every department) worked day and night in cold, candle-lighted studios. Telephone communication was maintained, and so we maintained the steady flow of flood bulletins — voicing official warnings, reassuring those whose panic was unwarranted, helping authorities in every way possible. Then a bearing burned out in the Diesel generator. Also, the lines from studio to transmitter, high on a hill overlooking Cincinnati, went down. In cold, fog and rain Engineers Topmiller, Art Gillette, Harvey Glatstein, Ed Reed, Clyde Wend, Wes Galvin and Bill McClure worked to restore the generator and restring phone wires. Victory perched on their banners.

Soon we were back on the air. Then, with the bridge reopened, we brought in a new Diesel from Detroit. That 5,000-watt signal kept pumping, regardless of hell or high water, regardless of an 80-foot river 28 feet above flood stage.

In the studios, girls as well as men suffered all sorts of hardships without whimper. Through the week we built up from candles and one oil stove to the grandeur of kerosene lamps, four oil stoves and — wonder of wonders — a 6-volt Montgomery Ward engine providing a string of six electric lights with current.

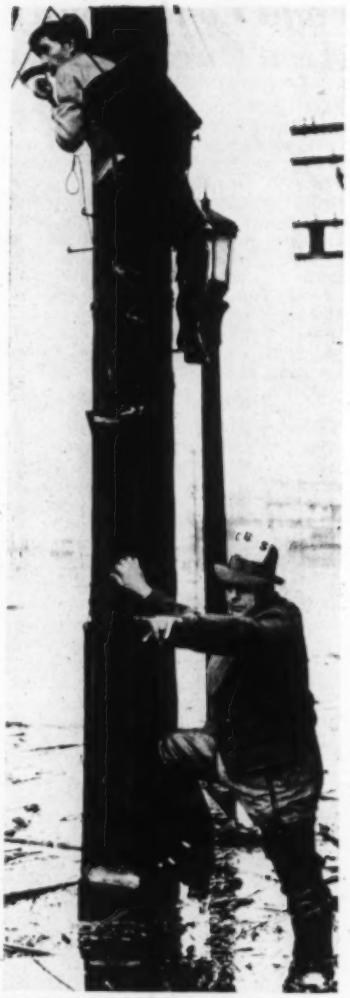
Gradually the emergency passed. No more brushes with over-anxious troopers and police. No more soup and coffee cooked on canned heat stoves. No more calming anxiety-crazed refugees and persons seeking missing relatives. Like Noah, we seemed to have come to rest on Mount Ararat, and the dove had brought back the olive branch.

In the midst of the trouble, a grand wire from our boss, L. B. Wilson, down in Miami Beach . . . "congratulations for great work of entire staff . . . and my thanks for courage you displayed . . . you are doing the real job."

Losses suffered during the flood emergency are being made up by the great increase in station business as stores re-open and the public flocks to buy. As this is written, city water is being restored, heat and light are back, and the flood is history.

As the doughboys said about the World War: "A great experience I wouldn't take a million dollars for—but which I wouldn't want to go through again for a million."

STATE Representative Joseph R. Duffy, Democrat, of Cleveland, has introduced a bill in the Ohio legislature proposing a 10% tax on radio advertising, the proceeds to be used for flood rehabilitation and old age pensions.



WORDS FROM HEAVEN — Two unidentified CBS observers feed the network from a watery Louisville street.

WPAR Provides Only Outside Contact As Flood Waters Immerse Parkersburg

By HAROLD McWHORTER
Manager, WPAR, Parkersburg, W. Va.

ON JAN. 21, 1937, the citizens of Parkersburg and of the Central Ohio Valley became conscious of the fact that a flood, perhaps of major proportion, might be expected. That consciousness was doomed to become a physical reality, and upon this premonition WPAR prepared for a service to be continuous until any threat to life and property might be dissipated.

On Friday, Jan. 22, reports from the Northern Ohio Valley gave complete background and authenticity to rumors formerly advanced that this flood was to be actually and without question one of the worst in the history of Parkersburg and vicinity, since that of 1913. At that moment, WPAR with studios in Parkersburg and Marietta, commandeered all facilities including human and mechanical to serve those whom the flood might rob of normal living conditions and privileges. The city of Marietta was the first consideration of our station, since that city was situated at the confluence of the Muskingum and Ohio rivers.

Warnings were immediately broadcast to the business men and to the residents of the lower geographical areas of Marietta to evacuate and/or to prepare the evacuation of both residences and business establishments. Upon this warning evacuation of the city in those referred to areas was begun . . . and by Friday evening the basement of Hotel Lafayette in which our studios are located, was being flooded . . . as were other portions of the city. It was at that time, more commonly known in Marietta than in Parkersburg that the situation was without question to become serious. In order to continue our service to Marietta and environs our broadcasting equipment at that point was transferred to the lobby from which point sequential warnings and bulletins were broadcast.

On the Job Continuously

WPAR cast aside all other phases of broadcasting activity and dedicated its available 24 hours a day to the service of humanity in general. By midnight Friday, the situation gave evidence of a likelihood of a heretofore unheard of flood. Throughout the night our agents not only stood by for warnings and reports, but also gave every assistance to local authorities, organizations, and agencies, humanly possible.

Then came Saturday morning, Jan. 23, and with it cold and snow, adding to the misery and desolation of the entire scene. Calls for help increased in frequency. Demands for vehicles and equipment increased in intensity, and facing these facts, WPAR began to devote 24 hours a day to securing this help and to assisting in the procuring of such mechanical vehicles and equipment which might become necessary in the elimination of human suffering and property loss. Saturday night, Marietta was almost completely submerged. Its business district offered a bed for the Ohio which chose not to sleep—instead it chose the antics of one which might be disturbed by most fantastic nightmares and mental hallucinations. And so through its gigantic influence it spread fear through the minds of those who inhabited its once peaceful and beautiful valley.

Portsmouth, an industrial center of the southeastern Ohio Valley, inhabited by some 43,000 residents, was completely at the mercy of Neptune. Its 60 foot sea wall gave evidence of breaking and Saturday evening in lieu of that fact, this wall was cut and more than half of the city of Portsmouth became the home of the seething, rolling tide of water.

The local weather observatory offered a humble announcement that Tuesday might bring 56 to 57 feet, and that Wednesday might find the waters of the Ohio at a height of 60 feet in the Parkersburg flood zone. Every facility and means of communication with the outside world was practically "out", with the exception of WPAR. Not only was the matter of news, concerning the condition of the river, etc., broadcast, but we began the job of locating individuals — carrying messages from families here and abroad to one another, so that fear for their well being might be avoided. Night and day, our service was continued. Saturday evening, January 23, WPAR began the job of raising money for the various relief agencies, and between 6 p. m. and midnight almost $1,400 had been paid, or pledged. By Monday evening the stage at Parkersburg was 54.5 feet, and still rising at the constant rate of .1 foot per hour. The situation became more tense . . . fear of disease . . . fear of food shortages . . . fear for life of both humans and live stock became incessant.

After investigating each rumor and report, WPAR pounded away, hour after hour, attempting to dissipate false reports . . . and at the same time, to impress upon those in danger the importance of care and precaution—and to warn them of the possibility of the greatest flood since the historic one of 1913. Churches were turned into hotels, so to speak, and WPAR provided, through pleas, the clothing for beds and other necessary essentials for the comfort and protection of the less fortunates of the central Ohio Valley. Following our policy of serving public necessity, convenience, etc., all commercial broadcasts were cancelled . . . the only object now was the preservation of life and property. And so we waited . . . as the long hours passed by — and the tide of the mighty Ohio growing, even more rapidly than the passing of hours.

WSAZ Stays on the Air Continuously To Guide Huntington Through the Crisis

By VERNON C. BAILEY
WSAZ, Huntington, W. Va.

DEDICATION of its entire facilities to the public welfare with a staff mobilized from volunteers and welded into an efficient working unit in but a few hours was the contribution of WSAZ during the Ohio River flood crisis. One-hundred-and-eighty-two hours of continuous broadcasting was credited with saving thousands of lives, minimizing property damage and averting panic.

In retrospect the accomplishment was nothing short of miraculous. It was made possible only by the unstinted cooperation of all those who could visualize the power and capabilities of radio. These workers and institutions saw their trust amply repaid and their visions fully realized. W. C. McKellar, president of WSAZ, and his entire staff are looked upon today as public benefactors by all who had even the remotest connection with the giant undertaking. More than 15,000 expressions of appreciation have been received by mail and telegraph.

Off to an Early Start

EARLY in the week of Jan. 18, WSAZ began hourly broadcasts of flood news, the stage of the Ohio River and its tributaries and the predictions of the Weather Bureau. On Jan. 22, the station received permission from the FCC in Washington to broadcast continuously. Ordinarily WSAZ goes off the air at sunset CST to make way for WOAI, San Antonio, which shares the same wavelength of 1190 kc. With this change in operation WSAZ began the gruelling task which lasted nine days until 8:00 o'clock the following Sunday night, Jan. 31, when the station's regular schedule was resumed.

The studios and offices in the Keith-Albee Theatre Bldg. in the heart of Huntington's business section soon became a beehive of activity. Arrangements were quickly made for direct telephonic communication with the city's general relief headquarters in the City Hall, with Red Cross, the Naval Reserve, the American Legion, the Coast Guard, the police and fire departments. Messages of inquiry concerning the safety of friends and relatives, warnings of gasoline-covered waters ever rising, appeals for help from marooned victims, orders to relief agencies and workers began pouring in to the cramped studios and were as quickly sent out over the air lanes.

As the messages steadily mounted, the need for more and more workers grew. Into WSAZ they came, to be assigned to telephone, typewriter or microphone. The volunteers ranged from unemployed stenographers and typists to preachers, professors and poets. Soon the surging waters threatened to drown out telephone cables and in one hour's time the entire staff was removed to temporary quarters in the telephone company's building some four blocks away and on higher ground. There the staff of 200 workers was divided into three eight-hour shifts under the supervision of the radio station's regular personnel functioning with little or no sleep. The telephone company's generator room was utilized for some 25 tables, each bearing telephone and typewriter. A temporary studio was hurriedly established in a service observation room, with draperies quickly garnered to improve acoustics as much as possible. That was the heart of the service which radiated into practically every state of the Union from the WSAZ transmitter located atop a hill three miles from the center of Huntington and thus safe from the waters.

Hardly an Interruption

ALL material to be broadcast was censored with the speed and precision of a metropolitan newspaper's city room, for it was necessary and urgent that panic be averted. Lives had to be saved and duplication of effort would have meant ruin. Codes were created and functioned smoothly. Warnings were made specific without exaggeration and appeals for help were routed through with judgment and forethought. About 5,100 messages were broadcast every 24 hours and 7,500 telephone calls were handled in each similar period. There were 20 telephones available for incoming calls from those who wanted help and six instruments in direct communication with those supervising relief activities. The telephone company made all equipment required during the emergency ready for use at a moment's notice.

The station discarded all commercial copy and abandoned all advertising activities during the nine-day crisis. It lent its facilities to all of the utilities and communications systems without stint. Electric, gas and water companies were given every opportunity to warn and advise their customers. Inquiries about relatives were broadcast for the telegraph companies, even to reading of long lists of names to whom it was impossible to deliver telegrams. Railroads and bus companies were given every help in announcing emergency transportation arrangements.

The power company maintained service for the station throughout the period, it being necessary for WSAZ to be off the air only twice for short times while service was being transferred to emergency lines.

Reaching its crest of 69.03 feet on Wednesday night, Jan. 27, the Ohio River did not begin receding until the following day. Calls continued to pour into the radio station, relatives from distant states making frantic requests for information about their kin. The waters had flowed into the city's better residential sections and the outside world knew not who were safe. The previous disaster of 1913 had been exceeded by almost two-and-a-half-feet. Tension slackened however with the falling of the river and the station successfully undertook the task of showing what had to be faced and what must be done. Appeals for contributions to the Red Cross relief fund were given even greater emphasis and more time was devoted to mass entertainment.

The management is proud of and grateful to every member of the WSAZ staff for the manner in which they executed their regular duties and accepted new tasks and responsibilities. Sixteen announcers, led by Jack Foster, Nelson King and Larry Dodds, carried on in 15-minute shifts during the 182 hours, catching some little sleep when and where they might. The tremendous task of editing and censoring the material which was broadcast was supervised by the program, production and continuity departments, headed by Fred Burns, Wilfred Guenther and Dallas Wyant. Two salesmen, John L. Henry and Vernon C. Bailey, assisted in this supervisory role. President McKellar directed all activities and served as liaison agent with municipal, state and Federal authorities.

WSAZ was kept on the air by Glenn Chase, chief engineer, assisted by two transmitter operators, William Heitzman and Bruce Vaughan, who were unable to leave their post because of the high water. One slept while the other operated the controls. Leland Terry, chief operator, was unable to reach the transmitter but did heroic work with the Naval Reserve. Another accomplishment of the engineering department was the installation of spot and flood lights throughout the business section. This kept looting and pilfering to practically nothing. Contact was maintained between the outposts atop the higher buildings by code operation of flash lights.

The office staff, consisting of Lillian Swann, secretary; May Nelson, Harry Sayre and Isabelle Schroeder did yeoman work in keeping the two hundred volunteer assistants functioning smoothly.

With the disaster but ten days removed, the business section of Huntington presents a spirited and encouraging picture. Clean-up is well advanced and most of the retail establishments have reopened with that dash and vigor which have always marked Huntington business men. Utilities are practically back to normalcy and the industries are resuming operations. The future looks bright for West Virginia's metropolis.

WLAP on Active Duty In Central Kentucky Area

PLUNGING in to help its sister stations and communities in distress, WLAP, Lexington, Ky., was designated by Gov. Chandler as official organ for all Central Kentucky sections affected by the flood and the governor himself broadcast over it from his home three times a day, using a long distance phone wire. Then, on Jan. 24, when Louisville's power supply was shut off, Barry Bingham, publisher of the *Louisville Courier-Journal* and operator of WHAS, asked WLAP to carry its flood programs.

The station was instrumental in getting many truckloads of food and supplies from its listeners and sent several hundred boats into the stricken areas as well as many doctors and nurses, reports Winston L. Clark, manager. When the *Courier-Journal* was forced to suspend publication, the *Lexington Herald*, owner of WLAP, printed the Louisville newspaper. When Gov. Chandler called for emergency aid, Mr. Clark and Engineer Sanford rushed with a shortwave transmitter to Frankfort to set up their station in his office.

LITTLE FELLOWS AND BIG PITCH IN—At left is the staff of 100-watt WGRC, New Albany, Ind., operating in a hastily established studio in a local schoolhouse after having been forced from a previous emergency location by the oncoming waters; note that an improvised transmitter is being used, the vertical radiator and transmitter house having been flooded (see photo on page 20). Center picture shows Paul Sullivan ace WLW news commentator, interviewing flood refugees via a nearby mobile shortwave unit. Pictured at the right are Announcer Tom Manning and Engineer Alvin McMahon, of NBC, in an outboard motorboat, carrying a shortwave pack transmitter in Portsmouth, O.

Newspapers Laud Radio for Flood Service

Almost Unanimous In Praise of Activity

Louisville's Life Savers

Philadelphia Bulletin

THE sweep of flood waters over the thickly-populated lower areas of Greater Louisville would have resulted in great loss of life if it were not for the services of two units not usually found in such a community. One is a United States Coast Guard station, the only such unit on an inland river, and the other is the powerful radio station of the *Courier-Journal* and the *Louisville Times*.

The continuous broadcast Sunday night and Monday over WHAS was in no sense a news broadcast, and those who happened to catch this station on their radios heard the unfolding of a dramatic story of the coordination of police, fire department, Coast Guard and civilian rescue activities.

Three announcers alternated at the microphone with directions. A Coast Guard boat was directed to rescue 100 persons marooned in a church in the west end; locations of relief trains, with accommodations for thousands, were given together with outlines of the best ways to reach them; Coast Guardsmen were directed to rescue firemen suffering from influenza in an isolated firehouse; physicians told the public of the quantities of serums on hand and where they would be administered; persons in private automobiles, with ordinary radio equipment, heard the calls and were able to join in the work. One listening in an hour or so got the impression that countless lives were being saved and relief work made possible by such control and direction.

All Else Sounded Insipid

Milwaukee Journal

THROUGH the hours of the night these messages were on the air. Many turned from all else to hear WHAS, Louisville, broadcasting over WSM, Nashville. They had no ears for customary programs while the drama of life was to be overheard in these crisp orders, some of them many times repeated.

Today as never before we all can get the feel of action at the front. Few will ever forget nights by the radio when they tuned out music and jest that somehow sounded insipid, to hear the crisp sentences of WHAS over WSM.

Often the Only Link

Auburn (N. Y.) *Citizen-Advertiser*

IN TIME of disaster such as that in the Ohio River country, radio occupies a unique place. Often it is the one link between communities of districts of a community. Often it is the only way the efforts of relief workers can be directed from a central headquarters in an efficient manner. And at the same time, these reports picture for a listening nation the little and big human dramas momently occurring.

On Through the Night

Sioux City (Ia.) *Journal*

* * * AND so on and on through the night came the voices of the announcers as they stuck to their jobs of directing rescue workers where to go and what to do. Nothing but radio could have performed this service. Without it, Louisville's experience would have been far more ghastly.

"Radio Has Done Magnificent Job"

(Extracts from address by FCC Chairman Prall over NBC-Blue Network Jan. 31)

AS CHAIRMAN of the FCC I fully realize that the telephone and the telegraph lines have played their parts in this emergency and have played them well, but I humbly salute radio for its tremendous contribution in this hour of need. Radio—both shortwave and broadcasting—has done a magnificent job in connection with these disastrous floods.

In some instances telephone and telegraph wires and central offices and exchanges were completely inundated, and other means of communication had to be employed. Much of this communication was by radio, the latest principal arrival to the family of electrical communications.

To the amateur operator, who, from his homemade set directed relief messages when all other means of communications had failed, to the small and to the powerful broadcasting stations, I am happy and grateful to say that radio has met its greatest crisis in a truly American way.

Ordinarily associated with entertainment activities, radio stations in the afflicted areas have taken off their uniforms, put on their overalls and gone to work in earnest, reporting conditions, warning residents of impending danger, collecting funds and serving as a clearing house for the efforts of relief agencies.

The physical damage in this wave of floods probably exceeds that of any previous one in recent years, and the death toll, large as it is, would undoubtedly have been much higher except for the efficient work of the station broadcasters and the amateur operators who dropped all other forms of radio activities to concentrate on relief and rescue problems.

The complete story of radio's contribution to flood relief as yet cannot be recorded but sufficient reports have been received to indicate that in the saving of lives, the safeguarding of property and in the raising of funds, radio—and the splendid men and women associated with it—have played a major role.

While the most heroic work has been done by the stations in the immeditate flooded areas, I am informed that every station in the country together with the national networks have made commercial sacrifices in order that Red Cross and other officials would have unlimited resources in the collection of funds and the gathering of food and clothing to be sent to the stricken people. I do not say this necessarily in a commendatory way. We expected that sort of cooperation, for it is a showing of public service of the character contemplated in the law which authorizes the licensing of stations.

May I take this opportunity of stating again that radio in this national crisis, was called upon and was not found wanting. To the loyal men and women who have and still must remain at duty I offer my most sincere appreciation. They were quick to sense their responsibilities—they have won the grateful thanks and the commendation of the Nation.

More Powerful Than Force

Grand Rapids (Mich.) *Press*

ALL night long these gripping tales, each a drama and tragedy in itself, drone over the air. Here is a real picture of human suffering, which an imagination could hardly equal. Here democracy has mobilized and each able man and woman is subject to command—facing out long nights of personal discomfort and danger to help those who are ill, stranded and helpless. A voice from a radio station tells them what to do. That voice has no authority really to command them. They may refuse to obey and there will be no punishment. But there is a command, infinitely more powerful than as if it were backed by force.

Tribute From Alabama

Birmingham (Ala.) *Age-Herald*

OFTEN in time of disaster, generously complimentary things have been said about the assistance that newspapers have been able to give in the battles of defense, rescue and rehabilitation. Let this newspaper now in turn offer its congratulations and express its commendation and gratitude—sentiments which it knows the public profoundly shares—for the magnificent work that the radio has performed in the flood catastrophe.

Obviously, great as has been the devastation and the suffering, they would have been immeasurably greater, had it not been for the coordination of rescue and relief which was effected largely by the assistance of the broadcasters. And the immediate deaths, instead of being comparatively few, would have been many.

News and the Time Element

South Bend (Ind.) *Tribune*

THE American radio system has been subjected to a severe test by the flood dissaster and, as expected, it has functioned reasonably well. Radio news dissemination still tends to repetition and emotionalism. The latter flaw is serious because the most valuable news service is objective. Whether this tendency to inject "color" into radio news will be eliminated remains a question after considerable experimentation. "Coloring," it must be kept in mind, can be accomplished by radio without essential distortion of facts. An announcer or commentator may impart sensationalism to a relatively prosaic fact by using a certain tone.

Radio has served also in this emergency as part of the relief system. It undoubtedly has made relief efforts more effective. It makes the time element less of a hazard when individual or mass relief is needed.

Witnesses to a Thriller

Fitchburg (Mass.) *Sentinel*

NEVER will a radio thriller be the same again after the exciting real-life drama that was enacted over the air last night from Station WHAS of flood-stricken Louisville. Listeners who were fortunate enough to dial to about 810 heard bulletin after bulletin which pictured a great city of 300,000 souls disintegrating, so to speak, before one's eyes. They became eye-witnesses, so to speak, to the method employed by a city of 300,000 souls in fighting off the chaos.

Uniting a Nation

Oklahoma City Oklahoman

ASIDE from the horrors invoked from the Ohio flood, there is an outstanding fact which ought to be gratifying to every humane American. Never before has the country been so well prepared to meet such emergencies. We do not speak of financial strength at all. In terms of dollars alone our country is weaker than it was a few years ago. Invention has given the country an undreamed of power in its wars on calamity. The *radio alone* has brought a nation into Louisville and Cincinnati. It has enabled the entire country to hear the unfolding drama of the waters, to hear the piteous and repeated calls for help, to nearly hear the roar of the torrents as they leap upon their helpless prey. From this intimate contact a nation derives the interest which makes for immediate and adequate aid.

In Oklahoma City this morning are a hundred thousand people who know more of what occurred in the Ohio valley last night than they know of what occurred in their own voting precincts. They owe that knowledge to modern inventions and modern discoveries which make the nation a unit in the hour of calamity and enable the country to mobilize its rescue and benevolent forces almost in a single day. How simple the miracles of the Galileean seem today in the presence of the marvels we are witnessing.

Saved from the Depths

Richmond (Ky.) *Register*

* * * AND while on this subject, mention seems most appropriate of the gallant devotion to a stern and irksome duty daily being displayed by so many in this desperate emergency. Without services of the WHAS radio broadcasts, relief endeavors in the flooded sections of Louisville would truly be a herculean task. Hundreds, perhaps thousands, of lives have been saved simply because of the ceaseless instructions to rescuing boats, warnings, and announcements that its tireless radio crew has continuously been broadcasting. With little sleep, and less repose, they have displayed inspiring courage and stamina and have kept word winging over turbulent waters to despairing souls that succor was coming. Without such radio service, one shudders to contemplate depths of desperation and despair the marooned thousands would have reached or how greatly multiplied the distress would have been.

Magnanimous Manner

Bowling Green (Ky.) *Times-Journal*

THE radio station of WHAS of the *Courier-Journal* and the *Louisville Times*, did a most valiant service when for many long hours it served as a clearing house through which the flood rescue activities were carried forward. The owners of that station deserve credit for the magnanimous manner in which this powerful broadcasting station was turned over to this relief activity.

Grim Reality

Joplin (Mo.) *Globe*

RADIO bulletins out of Cincinnati, Memphis and Louisville undoubtedly helped impress the nation at large with the magnitude of the Ohio river flood disaster. "Boat wanted at 430 East Fortieth street; five people; water entering house!" "Doctor needed badly at 1500 West Thirtieth; three people sick!" "People screaming for help at such and such an address." Such bulletins impress listeners with the grim reality of the disaster as hardly anything else could.

TRIBUTES PAID RADIO IN CONGRESS

RADIO'S WORK in the flood was given recognition in Congress on two occasions. On Feb. 2, Rep. O'Connor (D-N. Y.), chairman of the Rules Committee, placed into the record the speech delivered by FCC Chairman Prall on Jan. 31 paying tribute to radio.

On Feb. 3, during debate on the Independent Offices Appropriation Bill, carrying the annual FCC appropriation, Rep. May (D-Ky.) observed that as a general proposition he was inclined to cut down governmental expenditures and economize wherever possible.

"I do not know what effect the regulation of the communications system of this country has had in recent months," he said, "but I do know that since the occurrence of these disastrous floods radio has been about the only instrumentality of communication that could be used for days and nights in succession to relieve distress or to handle the flood situation. As a matter of fact, it superseded everything else for about three days and nights."

Rep. Woodrum (D-Va.), chairman of the Appropriations Sub-Committee handling Independent Offices matters, said there was no question about that and pointed out that members of the FCC "were on duty 24 hours a day supervising and looking after radio communications throughout that great disaster."

The Radio Be Praised
Springfield (Ill.) *State-Register*

WE NOW realize the unique value of the radio in standing by when all other means of communication have broken down. Great cities and remote hamlets are thus able to rise above the isolation caused by fire and flood. Twenty-four-hour service, day after day, as in Cincinnati and Louisville, brought the ever-changing situation to the attention of the whole world.

Moreover, much of the local work of rescue and instruction was of necessity directed from the radio stations. The radio could speak when all other voices were stilled. The radio could get through when all other communications were broken.

Heat and light and food and shelter might be destroyed. The radio somehow managed to continue, a vocal lighthouse in the darkness, terror and storm. In the midst of the turbulent waters radio receiving sets kept the otherwise isolated people in touch with their rescuers.

Let us thank God for radio.

Radio and Realism
Bluefield (W. Va.) *News & Times Leader*

JUST AS plays and dramatic skits are brought humanly close by the radio, so are individual cases dramatized and the tragedy and horror of the flood region brought realistically to us all by the radio commentators.

The radio has been mostly responsible for making the people visualize the enormity of the flood disaster and sympathize with the victims, and hence making the response to appeals for relief so prompt and unstinting.

Thus, thanks to radio as well as the press, the nation as a whole has had its nerves, its heart, its soul exposed to the suffering and the needs of its unfortunates. And that is well, for disaster in one region means grief, more or less, to all regions. We are a nation integrated, interdependent, and "our brother's keeper" whether we would be or not, through economic necessity as well as by compulsion of human sympathy.

Air and Water
Pittsfield (Mass.) *Eagle*

NO MATTER how pungently written are the news dispatches, how striking the pictures, how stirring the news broadcasts, they are in the past. In them the drama is over, and for one who lives far from the swollen waters and has no personal connections with the tragedy, they are just stories, pictures and announcement—frightening in their recital of death and privation, but no more real than the Spanish war or a famine in China.

But along that small channel of air within which the country's amateur radio operators call to each other across mountains and rushing rivers crackle messages of life and death.

It is the greatest drama on any stage, and the amateur operators, untiring, patient, oblivious of sleep or food, are the heroes. May they, when it is all over, get the curtain calls which they deserve.

Hard to Comprehend
Princeton (Ky.) *Times*

UNLESS we have seen it with our own eyes, we cannot comprehend the real suffering, the disaster, and the paralyzing effect brought on by the unheralded flood of the Ohio river and its tributary streams during the past week or more, conditions of which will be felt with their whole force for not less than three weeks along the said rivers and streams, and no one can surmise within any degree of accuracy what may happen on the lower Mississippi as a result of the angry flood waters of its upper tributaries. Everyone knows the plight of the city of Louisville. Without the radio service of station *WHAS*, the situation would be too sad to record, but as it is, the situation has been handled admirably.

Injecting a Sour Note
Huntington (W. Va.) *Herald-Advertiser*

NOT a little of the confusion and panic attendant on floods and other catastrophes is caused by the spreading of rumors, many of which have no foundation in fact. To this condition the radio commentator often contributes. It is a strange but well-known fact that radio listeners are inclined to accept at face value reports they hear over the air from distant stations, even though areas described may be literally in their own back yards.

The radio reporter does not knowingly misrepresent conditions; and of course where he has access to the facilities of local newspapers his information will be as authentic as uncertain communications will permit. But there is a vast amount of descriptive comment being broadcast from some of the largest stations in the flooded zones of the Ohio valley which is fantastically absurd.

Since this is true, we commend the ingenuity of Station WSAZ in making use of The Huntington Publishing company's news rooms as an emergency studio. Press-radio combinations are the most effective means of informing the general public of the true state of affairs when ordinary avenues of communication are blocked.

But listeners should remember as they twirl their dials in the hope of getting "the latest news flash" that few radio stations are taking such laudable precautions to assure authenticity and to allay rumor.

Press and Radio
Raleigh (N. C.) *Times*

THE PICTURE of Louisville is almost as clear to the mind of the country as if television enabled us actually to see the swirling waters. The tragedy is brought definitely home to almost every American. It takes no imagination to visualize the sufferings of the entrapped population. Not only are pictures printed in hundreds and hundreds of papers, but we are transported to the scene in every way short of the physical. Louisville shares its pains, almost literally, with the country.

The answer, of course, is publicity. All during the long day and night the radio has blared its story to the population. It is not a scenario. It is not a drama. It is not a triumph of descriptive writing. Yet it is all of these things because the electric impulse on the air brings to the senses the very essence of the battle being waged by the people face to face with destruction. There is no longer such a thing as community isolation. The calls from police. Directions for rescue. Terse notices of individual perils. The hoarse, tired voices of announcers drone on through the night to millions of listeners. The Louisville flood is covering the United States.

Millions Got Picture
Watertown (N. Y.) *Times*

THE VALUE of the radio during a great national emergency has been clearly demonstrated during the flood crisis. Millions of people throughout the land have listened daily to the graphic flood reports from the Louisville and Nashville stations. It has given them a picture of conditions such as they could obtain in no other way. It is almost as though they were on the spot and could see with their own eyes the tragedy and desolation brought by the rising waters.

It simply demonstrates what a great agency for the public good the radio is. It saved human life. The success of the Red Cross campaign now being conducted for the relief of the flood sufferers is due in no small measure to the radio. The millions of the people who have listened to the flood reports coming over the air have been impressed to the extent that they have contributed generously to the relief funds. People have to be impressed with the need before they are willing to give to any cause and the radio has served this purpose in a remarkable degree.

Tribute from Small Town
Murfreesboro (Tenn.) *News-Journal*

THE RADIO has really demonstrated in the present flood crisis that it fills an important need in the time of disaster. Without the aid of the radio —even the amateur short-wave stations—communication could not have been maintained in many of the stricken areas. But through the efforts of these stations the outside world has been kept in constant touch with the needs of the various communities, as well as the progress of the relief work.

Calls for aid, after being broadcast, were quickly answered, and in many instances where sickness and suffering has been prevalent, it has been through these appeals that the victims were soon receiving the attention which they needed.

This great emergency has really proved that the radio can and does fulfill a real purpose in the time of great need, just as capably as it supplies worthwhile entertainment during normal times.

Deliverance from Terror
Atlanta Constitution

FOR THREE days radio stations of Louisville, Cincinnati, Nashville, Memphis, and throughout the flooded and stricken Ohio valley, have broadcast and rebroadcast the calls for help, directed the rescuers, and cheered those in distress. * * *

News of help and succor sent to any broadcasting station was flung into the air, caught up by other stations, and rebroadcast, until a threnody of terror was transformed into a diapason of deliverance. Surely radio in this tragic emergency has rendered a new and encompassing service.

Likened to War
Springfield (Mo.) *Sun*

THOSE who have been listening in to the radio broadcasting from Louisville during the flood may have been wondering whether, if war were going on on this continent, it would be possible to listen in the same way to bulletins broadcast from the battlefield. These radio bulletins about the flood have not been for the entertainment of the radio audience. They have been a long series of requests and orders, with occasional brief reports thrown in. They are intended specifically for the ears of the active relief workers of one kind and another. The difficulty about using radio for giving orders in war would be that they would be overheard by the enemy and that the enemy could give misleading orders. But it does not seem impossible that battle field reports may be provided to some extent in the future. There would be objections on the ground of information given the enemy, but, in this country at least, the radio habit has become developed to such an extent, that it might interfere with the general morale if such reports were prohibited.

Heroic Announcers
New Bedford (Mass.) *Standard-Times*

BY THE feeble light of candles announcers in the radio broadcasting station at Louisville, all day and all night long, read flood bulletins designed to bring together those in need of help and those in a position to give it. When the story of the disaster comes to be told in full, the announcers who stuck to their posts night and day should come in for their merited need of praise along with others who will be honored for their heroism.

Greatest of the Year
Decatur (Ill.) *Review*

ONE OF the most vivid pictures of the Ohio River flood came from WHAS in Louisville over the week-end. It was not a radio feature planned for the general public, but it developed into a drama that gripped the entire nation as it was carried over the networks. * * * The broadcast, vital in saving hundreds of lives, was the greatest broadcast feature of the year.

Marvel of Radio
Cheyenne (Wyo.) *Tribune-Leader*

MARVELOUS thing, this radio, the timeless pulsations of which leaped a third of the continent to lay down here at the foot of the Rocky Mountains, even quicker than they reached those for whom they were designed, directions to boatmen groping in Kentucky, Ohio, Indiana, Tennessee on missions of mercy. The controlled miracle of broadcasting and reception concentrated the communications instrumentalities of a quarter of the nation upon the scene of a localized calamity.

Never Anything Like It
Asheville (N. C.) *Citizen*

ALL WHO have listened in to the broadcasts from Louisville have been deeply moved. There has possibly never been anything quite like these broadcasts before; with tens of thousands of people throughout the land hanging breathlessly over their radios while directions have gone out from the Louisville radio station to the rescue squads working night and day to save the lives of those in peril.

Without Radio—What?
Herkimer (N. Y.) *Telegram*

NO ONE will ever know definitely how many lives radio saved last night in this terrible emergency, but it is horrifying to even think of what would have happened if such facilities had not been available.

XUM

WCMI Studios Are Wrecked by Water But Station Moves to Higher Floors

By PAUL RUHLE
WCMI, Ashland, Ky.

WELL, the flood crest has been reached and has passed with its rampaging disaster going on in a slow manner.

The worst is here, that of the aftermath. WCMI's lower floor of the WCMI Bldg. had 42 inches of water in it and is a total wreck. The plastering has all come off, the floors are ruined, the doors no good and most of the windows broken and battered.

WCMI is at present operating from the second floor. We stayed here through all the furor doing 24-hour day duty for 12 days. We are doing all of the broadcasting from our Studio B. The transmitter room is on this floor and luckily we anticipated floods when erecting the vertical radiator and it is on a high base. The lower part of the radiator had to be coated with pitch however, as the water did get up over the base some 18 or 20 inches. On the second floor, our large studio, which is 36 x 36 feet, has been made the temporary offices for WCMI. It is amply large for our various departments to function and broadcasting will go on with these handicaps for the next four weeks while the lower floor is being completely renovated.

[See photo on page 9 of Feb. 1 issue of BROADCASTING.]

Only Communication

ASHLAND was perhaps one of the lightest hit cities along the Ohio River with probably 40% of the city inundated. In this area the largest portion of the business district was located. Our neighborhood cities of Huntington, Ceredo, Kenova, West Virginia; Chesapeake, Ironton, Cold Grove and Portsmouth, Ohio; Catlettsburg, Russell and Greenup, Kentucky, suffered by far the greatest damage, in fact Catlettsburg and Greenup, Kentucky, were practically wiped out.

WCMI directed all flood activities through most of these centers and maintained a constant flow of relief to all communities. A missing persons bureau was set up in the studios and two hours from two to four in the morning were devoted exclusively trying to reunite families in the distressed areas. There were no trains in or out of these cities, no newspapers and the only means of communication and transportation was through radio bulletins from WCMI and boat. Telephone, power and water were maintained in Ashland only through the magnificent efforts of the boat crews directed by WCMI in keeping floating houses and debris from wrecking those facilities. A fleet of airplanes was placed at the disposal of the Ashland Relief Committee and directed by WCMI in their flights to various points out of the flooded area for serum and medicinal supplies. Contact with Columbus was maintained by our engineers over their shortwave units.

All broadcasting was carried on from the second floor in Studio B where the announcers on duty received all bulletins after they were censored by those in charge. Studio A was converted into an emergency office from which point for 12 days the entire personnel of WCMI together with a number of volunteers remained at their post only catching an hour's sleep now and then.

Those who stood by for these trying days with just a few hours' sleep included: James F. Kyler, manager; Hester Kyler, program director; Tys Terwey, Paul Ruhle, Bill McKinney, Lee Andrews, Lou Stubman, Paul McKenna, Vernon Bailey Jr., Bob McCullough, Announcers; Jack Bell, Myron Callihan and the 14 staff musicians, who did relief duty on telephones; Ernest D. Herider, George Horne and Raymond Shannon, Engineers.

During this time we were some two blocks from the water's edge and it was necessary for us to establish an emergency kitchen in our transmitting room. Groceries being brought to us by boat and prepared for the staff by volunteer cooks. A bit of anxiety was present when our emergency kitchen caught fire and our janitor was burned quite severely. Every member of the staff, troopers as they are, rushed to his assistance and with fire extinquisher, which had just ten minutes previously been established at the station, managed to put the fire under control without any great damage. However, our janitor, Walter Lee, was forced to remain for five days in a local emergency hospital. Two of our phone operators collapsed from exhaustion and had to be sent to emergency hospitals.

During the flood crisis we cancelled all of the commercials of this station and operated at a total loss for the 12 days. We will suffer greatly, of course, but feel well repaid for the emergency work we have done. Our total loss is very close to $10,000. Of this amount we lost about $1400 in the commercials cancelled and then there was the operating overhead and the complete loss of our basement and first floor. The crews are already at work but we will have to operate on the second floor for at least 30 days.

We are all ready to drop and sincerely thankful that Ashland suffered no direct loss of life from the flood, for which we can put in a little note of bragging.

WWVA Stays on the Job

By GEORGE W. SMITH
Manager, WWVA, Wheeling, W. Va.

OVER 62½ hours of continuous broadcasting high-lighted WWVA's service during the 1937 flood which reached a crest of 48.7 feet at the Wheeling wharf. We carried 326 river bulletins, broadcast direct from the Weather Bureau headquarters on the "firing line". These were of inestimable value to residents in the lowlands along the Ohio River in the station's service area.

A well-planned program of optimism on the part of the station's staff did much to relieve hysteria and aided greatly in quickly getting the flooded districts to appraise the situation and act accordingly in the preservation of life and property. This same note of optimism was followed through in rehabilitation activities with the result that this year's flood affected the community's business and social life less than any other Wheeling flood.

Walter Patterson, program director of WWVA, came to the front in the matter of fund solicitation for Red Cross Relief, as an organizer of "The WWVA High and Dry Club". Air sessions of the club were held with Patterson in the chair. Memberships were vigorously solicited on the following basis: Honorary, any amount over $100; Gold Star, $100; Silver Star, $50; Blue Star, $25; Member in Good Standing, $10; Active Member, $5; Contributing Member, $1. Approximately $35,000 was raised through the "High and Dry Club" memberships.

THE NBC press department on Feb. 2 issued the first edition of its new weekly publication *NBC Progress*. The first edition, a four-page tabloid, was mailed to agencies, advertisers, NBC affiliated stations, leading public figures, trade associations, and others. The paper is primarily concerned with telling the public all about NBC and its two networks. Publication is printed overnight, permitting its editors to include latest NBC news.

NEITHER FLOOD NOR SNOW—Deterred the crew of KMOX, St. Louis, rushed to the Cairo-New Madrid spillway sector, who for 13 days shortwaved to KMOX and CBS reports directly from the waterfront. Left to right are Harry W. Flannery, commentator; Don Phillips, announcer; Larry Burrows, engineer, and Jerry Hoekstra, special events director (kneeling). They set up equipment at Charleston, Mo., Red Cross headquarters and from that point made forays to the levees 13 miles away. Also with them was Dorothy Godwin, staff commentator, who spent seven days in the flood area and is believed to have been the only woman broadcaster on the flood scene.

Jonesboro Station Aids Flood Areas

KBTM, Safe From the River, Helps Neighboring Regions

STAUNCH heroism and devotion to duty were displayed not only by the radio stations directly in the flood areas but by those in neighboring areas, some of them in potential danger of being engulfed later as the flood waters moved relentlessly forward. One such station was KBTM, Jonesboro, Ark., which is today receiving the plaudits of citizens throughout northeastern Arkansas for its flood activities.

KBTM, reports Jay P. Beard, its manager, operated 84 hours without stopping from Jan. 22 to Jan. 25 in the interests of flood relief activities for the lowlands of the St. Francis River basin, all of which were directed by the station as the only means of communication available to the workers on the levees.

"At 1 a. m. Sunday, Jan. 24," writes Mr. Beard, "U. S. Engineers at Lake City feared the levee was soon giving away. They ordered KBTM to broadcast an appeal for cars from Jonesboro to come to Lake City at once to evacuate the town. Within 20 minutes from the time of the first broadcast we had 185 automobiles on the highway to Lake City. Many Jonesboro citizens left their radios on all through the night, which enabled us to produce immediate results any hour of the night.

Funds for Sufferers

"WHEN the power supply at Lake City was cut off, KBTM, through its broadcasts, soon located a gasoline motor-generator and light was made available for the workers on the levee and in the water. Hundreds of boats were brought to Lake City for use, following KBTM appeals for help.

"KBTM pickup cars, radio equipped, operated throughout the city Jan. 23, 24 and 25 gathering clothing, food, stoves, etc. from local residents who called the station donating the merchandise. Pickup cars were stationed in various parts of the city awaiting orders through KBTM for their pickup.

"The station also broadcast activities and conditions regularly regarding the St. Francis River and flooded sections near the Missouri state line. Amateur station W5DZK at Paragould was rebroadcast through KBTM to direct work in that section.

"The local Red Cross Chapter raised $15,000; $7,000 of this amount was mailed directly to the station as a result of its broadcasts.

"Through arrangements completed by Hoyt Wooten of WREC, Memphis, KBTM originated programs depicting surrounding flood conditions which went over CBS."

IN ADDITION to staging eight programs from the New Orleans annual convention of the Department of Superintendence of the National Education Association Feb. 17 to 25, NBC will assemble an exhibit of its educational work in the convention hall under the direction of Franklin Dunham, NBC educational director, who with Miss Judith Waller, NBC educational director at Chicago, will also address the meeting.

Grim Humor Crosses the Path of Death

Heroism Keynote Of Radio Men in Flood Zone

GRIM HUMOR is mingled with pathos in some of the stories of radiomen's work in the flood zone reaching BROADCASTING. One of the strangest stories was related by Jack Harris, WSM announcer, from aboard the river boat *Jayhawker* in a shortwave broadcast from Paducah. Harris told of coming upon a shed whose roof protruded just a few inches above the water. At one end of the roof were five large rats; not more than 10 feet away were several cats.

"There was no fighting," said Harris. "Each group sat quietly by, looking first at the river beneath, then at one another, each more concerned with the bigger fight of saving its own life."

A Flood Baby

ONE OF the "flood babies" of 1937 was the infant born to Barry Bingham, co-publisher of the *Louisville Courier-Journal*, operator of WHAS, who with his staff turned day and night to radio when the flood washed out the newspaper. Young Bingham took his wife to a local hospital, but found there was no room. He finally placed her in another hospital where, in the manner of fathers-to-be, he paced the floor for hours. The baby arrived; nurses told the young father that mother and child were doing nicely. He had time for a goodbye kiss, then rushed back to the studios of WHAS where he remained at his post for three days and nights without sleep before getting a chance to take a peek at his new offspring.

Mrs. Bingham understood.

Barry Bingham's father, incidentally, is Ambassador to Great Britain. He first heard of the flood by radio, and picked up the shortwave relays of WHAS-WSM in the London embassy. He took the fastest ship home, arriving in Louisville Feb. 4. Upon entering the newspaper plant, which also houses WHAS, he found Assistant Manager Lee Coulson, Chief Announcer Joe Eaton and Announcer Pete Monroe, along with his son, using his office desk and sofa as sleeping accommodations. The office was lighted by kerosene lamps and heated by oil burners.

Ambassador Bingham tearfully glowed with pride over "his boys".

Lee Coulson told of Buddy Brook, young "hot trumpet" player of the WHAS staff, who for four days with practically no rest sat at the long table rewriting urgent rescue pleas for the air. His orders were: "Cut everything to the bone, and under no circumstances let any personal messages get through. We haven't time."

At the end of the fourth day Brooks asked Coulson: "Lee, would you do me a favor? It will help me do my work better. I haven't been able to get any word through to my wife or hear from her. Our house has been under water the last five days." Coulson soon got word of the safety of Mrs. Brooks, whereupon the lad leaped up, broke into tears and kissed his chief!

"He carried out orders," said Coulson. "He resisted every temptation to slip in a personal note that his heart was crying out to send. He's got guts."

As David Stone, WSM announcer, talked into a microphone through the night watches, carrying on the work of the station's Bureau of Missing Persons, a little old lady sat quietly at her radio in Pulaski, Tenn., knitting. When dawn came she carefully packed her handiwork into a package and mailed it to Stone with a note telling him the muffler was "to keep his throat warm".

The Associated Press reported a dramatic episode in Louisville which shook the studio staff of WHAS. Early in the flood stages, when orders to police to shoot looters on sight were being broadcast, two men were sent from the station to break into a store with permission of the owners and carry supplies to a hospital. After the men left an announcer started to the microphone to warn police in that section not to shoot these two. The announcer got to the mike just before Mayor Miller went on the air with an emergency half-hour broadcast that could not be interrupted. It was a bad 30 minutes for the station, but WHAS' first-class looters got through on their errand of mercy.

WSGN OBSERVERS — Bob McRaney (center) and Joe Ford, announcers of the Birmingham station, say goodbye to Mrs. H. O. Hicks, station manager, as they embark in an Orange Crush plane for a flight over the flood zone. They phoned their broadcasts from Nashville after flying more than 12 hours over the inundated region.

WCPO Transmits Bulletins in Crisis

By BOB RICHARDS
WCPO, Cincinnati

ON THE NIGHT of Jan. 20, after Bill Dowdell, city editor of the *Cincinnati Post*, had predicted the impending flood disaster, a staff commentator was assigned to night duty at WCPO to broadcast flood bulletins. The next day the river receded slightly. Most of the city staff and all of the radio men thought they had a dud. Dowdell insisted, however, that a broadcaster remain on duty. On Jan. 22, the Ohio started and continued the critical rise that made flood history.

Thousands of bulletins, messages and news summaries were aired from that day until Jan. 31, the period of rising water.

One of the most significant services rendered was that accepted by Mt. Washington. This little suburb of Greater Cincinnati was isolated from the rest of the world for several days with no telephones, no transportation, no wireless. Residents of the town, stranded in Cincinnati and knowing that their relatives and friends in Mt. Washington would be concerned, called the *Post*.

WCPO learned the chief telephone operator's name at Mt. Washington, a Miss Dorothy Dallman. Mt. Washington messages were captioned: "*Attention, Miss Dallman*". Hundreds were sent in that fashion. When communication was reestablished, Miss Dallman called the *Post* to report that she, and her assistants, sat through the endless days and nights at their switchboard with a set, tuned to WCPO, at their sides. Telephones within Mt. Washington were in service. Residents there learned the whereabouts and the status of their friends.

This is but one instance illustrating many. Commentators included Paul Kennedy, radio editor of the *Post*; Frank Koester, assistant promotion manager; Harry Hartman, announcer; Frank Swygart, chief announcer; Bob Richards, *Post* radio reporter.

On Sundays, and throughout the anxious nights of high water, the *Post* maintained a full city reportorial staff, servicing radio alone.

When Harry L. Hopkins, relief administrator, came to Cincinnati, the enterprise of William A. Clark, manager of the station, brought him first to the WCPO microphone.

WEBQ Stays on the Air Continuously From Vantage Point Above Flood Area

By INGLIS M. TAYLOR
Manager, WEBQ, Harrisburg, Ill.

IT IS to be remembered that this station is the only station in Southern Illinois south of East St. Louis, and its territory reaches into southwestern Indiana, western Kentucky, southeastern Missouri, northeastern Arkansas and northern Tennessee.

The crisis became acute on Jan. 22, and this station cancelled all of its commercial programs from that date until Feb. 1, and devoted all of its time to broadcasts relative to the flood situation.

To meet the additional demands upon it, its regular staff of four announcers was supplemented by two newspaper and publicity men who were employed during the emergency to assist in the gathering and broadcasting of news bulletins. Eddie Wise, Bennett Jackson, Virginia Crane and Jack Pickering, the regular staff of announcers, were supplemented by Bruce Barrington, news commentator, and Dick Beiser, newspaperman.

Three additional girls were employed in the telephone and stenographic departments. An additional engineer was put in the transmission room, and additional telephone wires were installed to handle the heavy load of incoming telephone calls.

In addition to hundreds of news bulletins which were issued at frequent intervals, the officials in charge of the relief work availed themselves of the facilities of the station to broadcast official messages to all parts of the flood area which were cut off from all other communication. Thousands of personal messages from refugees were broadcast when all communication by telephone, telegram, and mail broke down in the stricken areas and by this means hundreds of families which had been broken up in the hasty evacuation were united.

The studios and transmitter of WEBQ are located on the seventh floor of the First Trust & Savings Bank Bldg. in Harrisburg which is the tallest building in town and which is itself situated on the highest spot in Saline County, and one of the highest spots in this flood area.

Remote broadcasts originated from a large bakery behind a levee of sandbags holding five feet of water, from police headquarters, from the telephone exchange, from the high school sheltering 500 refugees, from National Guard headquarters, and daily broadcasts were made from the roof of the studio building giving word pictures and warnings of the flood as it crept up on the city. Two 15-minute remotes each day were presented from Marion, 25 miles away, originating in the headquarters of the Army and Red Cross agencies directing the flood relief activities for all Southern Illinois. One 15-minute remote is presented daily from Benton, 35 miles away, from the headquarters of the agency directing the removal of refugees.

Two of the studios were turned into an emergency dormitory which housed the staff of the station, many of whom were driven from their homes by the water which rose in places to a height of 15 feet.

All of the distinguished visitors of the flood area visited the station and many of them were presented in broadcasts. Among them were Gov. Henry Horner, of Illinois; State Commander Matt Murphy, of the American Legion; Dr. Frank J. Jirka, director of the State Department of Health; F. Linden Smith, director of the State Department of Public Works; Ernest Liebermann, state director of the Department of Highways; John Stelle, lieutenant-governor of Illinois; Lt. Col. Robert Davis, commanding officer of the National Guard; Fire Chief J. F. Sullivan of Chicago; Walter Wisselius, of the National Red Cross.

At the personal direction of Gov. Horner, the State of Illinois sent a portable generator to the station for use in event the city was deprived of power as it has been of water.

Visiting radio men who called at the station included Tom Daily, and Jim Stucke of KWK, and Happy Green of KMOX. KWK originated three 15-minute spots, using the facilities of the studio. Newsreel men also used the studios for a base of operations.

In addition to this service the station used its facilities liberally in raising funds for the Red Cross, and thus far over $10,000 has been received with the contributions still coming in.

WPAY Moves to Attic and Carries On With Contact Through 18-inch Window

By MARIE VANDERGRIFT
Manager, WPAY, Portsmouth, O.

FROM our second story windows we looked out on Chillcothe St., main thoroughfare which just three weeks before had glistened with holiday tinsel and scarlet. Now the debris of 300 miles of rushing torrent churned against deserted brick buildings—the final degradation of our proud little city that had gambled its million dollar flood wall against Old Man Ohio River and had lost to the tune of a 5 million dollar flood. The flood wall still stands, far below the rushing water. The cold rain and sleet fell steadily, upon the numb hands of the rowers of boats, upon the uncovered heads of little children huddled, sobbing against breasts cold with a fear—the fear of death.

Once a small girl clutched a canary cage, wrapped in an old shawl. Her brown bright curls were bare to the cold winter wind. Often the boat held a bundled form stretched out full length—in the middle of the boat—just another of those unfortunate sick paralyzed persons who had to be removed to safety of the havens which included churches, schools, hospitals, garages and even tents on the higher ground.

Ohio national guard, Red Cross, American Legion and auxiliaries, Veterans of Foreign Wars, WPA corps, boy scouts, police and fire department and city engineering units were all solidly organized and operating, even on this emergency notice.

To the Attic

HUNDREDS of private speedboats and outboard motors were the only sounds on the water as we listened from our windows. Telephone service had been discontinued, but the written messages of a terror-stricken populace jammed the small tin bucket which we dropped from the end of a rope down to the boats bobbing on the water as they paused to leave them for broadcast. And now came the news that our second-floor balcony studios were threatened.

City engineers and WPA officials offered to raise our transmitter and build us a catwalk along the balcony from the front of our building so we could continue to operate. We decided against it. We would not trap our men in that balcony room with a blank brick wall on one side and the vast indoor lake that had been our auditorium on the other. We would move to the attic. And pell-mell-helter-skelter, directly on top of the stock of the auto store which had been moved from the first floor we went to attic. A coal oil stove, blankets, a desk, a few chairs, and only enough of our transmitter to do the task ahead of us—that was our stock-in-trade.

But it was the most precious stock in the world because it was the voice that was to become the nerve center of the community.

We set up a battery of radios tuned to the frequencies of all of the amateur stations of the community, and to the police and state highway department stations as well as to the USS *Kentucky* under command of Capt. Dedrick which had come up the river from Cincinnati to act as base for U. S. army engineers who were suppying food and medicines and assistance to small outlying towns on both sides of the Ohio. All of these messages were cleared and broadcast to the public through WPAY operating on straight 24-hour schedule. Today (Feb. 4) we complete 360 hours of continuous operation in emergency service to this community.

This unusual method of communication was the life-saver of the situation. All other forms of communication were cut off, not alone locally but with the outside world. Long distance service was operated from a point at the edge of the city and telegraph services, also, but messages from both telegraph services were delivered for days solely through broadcasts over WPAY.

Location of missing persons, securing of serums and medical and food supplies, ambulance calls, fire calls, movement of men to threatened areas, all mounted into a toll of approximately 60,000 messages all handled personally by the staff of WPAY. Thirteen people came gladly to this attic, including Gwen Williams, my sister, assistant manager; Hillbourn Lloyd, assistant commercial manager; Orvill Fields, program director; Announcers Whiekhart, Wagner, Graham; Operators Myers, Holton and Nungesser: Salesmen Dusenbury and Caldwell, and my husband, L. E. Vandergrift, who came with a motor from Columbus for our service.

On the third floor we had only an 18-inch window to receive messages, people and supplies, but it sufficied. We are still on the job. Our commercial schedule will begin probably next Monday (Feb. 8) in rooms on our second floor, now being cleared of mud and debris. All of our studios, our office equipment, pianos, etc., are a total loss, but we won the undying regard of the people. WPAY really became the voice of the people of Portsmouth—and that is commercial success, in the end.

Cincinnati's Comeback

CINCINNATI'S reconstruction boom is being reflected in radio. Coincident with the reopening of stores and factories, Feb. 5, WCKY, L. B. Wilson, operator of the station, reported a "sellout" of available times for spot announcements. Department stores, laundries, dry cleaning establishments, beauty shops and other establishments are using radio time to garner their share of the rush of business, which has assumed the proportions of the weeks before Christmas.

SIGHTLESS HERO—Bob Gunderson, 18-year-old blind amateur, visits CBS control room as guest of A. B. Chamberlain, CBS chief engineer, and broadcasts in *Cavalcade of America* program.

'CAVALCADE' HONORS BLIND HAM

Sightless Operator Spent 48-hour Grind Relaying Urgent Messages-- Du Pont Pays Tribute

TRIBUTE to the service of "ham" broadcasters, especially in times of emergency, was broadcast over CBS as a feature of the weekly Du Pont *Cavalcade of America*. A feature of the program, involving a coincidence, was the appearance on the program, which was titled *Minute Men of the Air*, of Robert Gunderson, 18-year-old blind "ham" broadcaster of Old Bridge, N. J. Arrangements were made for his participation after newspaper accounts revealed the story of his service in the recent floods, a story almost exactly parallel with the fictional dramatization that had been prepared several weeks before.

The script opened with a salute to Hiram Percy Maxim and the American Radio Relay League and a dramatization of events leading to his founding of the A. R. R. L. Then followed a dramatization of the organization and development of an imaginary but typical radio club, climaxed by the story of its members' service during a raging flood, with a blind "ham" as one of its outstanding heroes.

A rough script had been written some time before and tentatively scheduled for presentation later in the year. With the coming of the real floods, it was quickly finished and readied for production on the new date.

A few days before the broadcast the story of Robert Gunderson's sleepless 48-hour vigil at his transmitter, relaying hundreds of vitally important messages from the flood area, appeared in the newspapers. In almost all details his true story matched the previously written imaginary one. The producers immediately arranged to have young Gunderson, who is a student and a part-time instructor of radio at the New York Institute for the Education of the Blind, appear on the program.

One of his first requests was to visit the CBS master-control room in New York. There he met and chatted with the network's Technical Director, E. K. Cohan and its Chief Engineer, A. B. Chamberlain, and others of the engineering staff. Gunderson operates his home-made transmitter, W2JIO, at Old Bridge, N. J. Although he has been blind since birth, he is an expert radio technician, having designed and hooked up his own apparatus and rigged up his own antenna. Columbia's engineers were amazed at the results he has achieved with his unorthodox hook-ups, which have given him far greater than the usual performance for the low wattage of his transmitter. He has also done what many a radio expert has tried in vain, in inventing his own audible frequency meter, which buzzes to indicate frequency limitations. He is organizing the more than 200 blind "hams" and radio enthusiasts of the country and is planning to publish a "ham" magazine in Braille.

UNDAUNTED — Neither flood waters nor icy-cold studio deterred the Armco Ironmaster Band, sponsored by American Rolling Mills Co. over NBC and keyed from WLW, from going on with the show from the WLW studios Jan. 26. After climbing eight flights of stairs lighted by flashlights, the 50 members of the band wore hats and overcoats as they played, even their instruments being difficult to hold to pitch due to the cold and damp. White tickets on hats of some of the players are police passes which allowed them to enter the Crosley plant on Arlington St. after it had been abandoned for the downtown studios of WLW-WSAI.

Praise for the Amateurs

Baton Rouge (La.) *State Times*

A SIDELIGHT on the flood—the use of amateur radio short wave stations—has proved a tremendous aid in the rescue of those who have been stranded in the flooded area. Not one person, possibly, when he installed his amateur radio, thought that some day it would be put to such a use. It is interesting to note that the radio owners are co-operating enthusiastically and almost feverishly with authorities in whatever help they can give. These amateur stations are points of location in the most stranded areas. Because of them the outside world knows what is going on when all other means of communication are cut off.

Stations and Networks Collect Large Sums for the Red Cross

Goal of $12,000,000 for Flood Victims Passed As Broadcasts Inspire Generous Donations

RADIO stations and networks alike, imbued with the gravity of the Ohio-Mississippi flood disaster and the importance of radio's appeals to the public for Red Cross relief funds, plunged into heavy schedules of benefit broadcasts and interspersed regular schedules with appeal announcements during the last three weeks. The result has been that the American Red Cross expects to surpass $20,000,000 in contributions.

Among station and network staffs themselves many thousands of dollars in personal contributions were raised. It is impossible to calculate the exact amounts raised by all individual stations and networks since their appeals were interchangeable and since the fund-raising was still going on as BROADCASTING went to press and amounts reported early in the month were being swelled daily.

Company contributions were in many cases large. In addition to the collection taken up among its employes, CBS, for example, on Jan. 28 donated $2,500 to the Red Cross.

Giant Benefit Programs

THE biggest benefit permormance in radio's history, bringing practically every big name star of the ether waves before the microphone, was staged over combined networks of NBC, CBS and Mutual, embracing with additions more than 250 stations, after midnight of Feb. 11. From 12:30 a. m. to 2:30 a. m. a parade of stars came before the various microphones that would have represented millions of dollars in talent costs for any sponsor. The stars contributed their services willingly, as they did in the various individual network benefits previously staged. The time was donated by the combined networks but the Wm. Wrigley Jr. Co. gave $25,000 as a "fund starter" and seats in the Radio City Music Hall were sold for $1 to $10.

Besides actual cash raised, much of it brought directly to the studios, the appeals over the stations brought in an inestimable amount of food, clothing and supplies for the flood sufferers, all of which was turned over to the appropriate local Red Cross agency as fast as received.

As this was written, it was reported that WLW alone had raised well over $100,000 in cash or pledges; WREC, more than $74,000; WLS, Chicago, over $80,000; WMCA, New York, about $50,000; WSB, Atlanta, $100,000; WGAR, Cleveland, $28,850 — and these amounts are still swelling.

Among other preliminary Red Cross collection reports were WPTF, Raleigh, $10,000; WAIM, Anderson, S. C., $5,000; KGIR, Butte, $7,000; WNOX, Knoxville, $5,000; KFEL, Denver, $4,000; WBIG, Greensboro, $22,000; WNEW, Newark, $4,332.

In Portland, Ore., the four major stations—KOIN, KGW, KALE and KEX — joined together the night of Jan. 27 for a two-hour "appeal" program, which brought in contributions ranging from $1 to $200. The managers of KOIN and KALE, C. Roy Hunt and Theodore Kooreman, respectively, matched dollar for dollar the contributions made by their staff members, and the stations of the city together raised a large sum.

In Chicago, WLS, WENR and WMAQ joined together for a big benefit, that brought in thousands, WLS alone reporting $80,000 as BROADCASTING went to press.

WOWO, Fort Wayne, reported that city's original quota of $4,000 was swelled to $43,000 while adjacent counties raised $100,000 or more largely as a result of radio appeals.

CBS member stations, asked to report to New York the amounts they raised, reported receipts as follows early in February—but the figures are probably all far lower than they will be by the time this is published, since the appeals are still bearing fruit:

WOAM, Miami, $60,000; WREC, Memphis, $70,000; KMOX, St. Louis, $30,000; WMMN, Fairmont, W. Va., $20,723; KNOW, Austin, Tex., $47,314; WIBX, Utica, N. Y., $8,000; WALA, Mobile, Ala., $3,800; WJNO, West Palm Beach, Fla., $16,000; WNOX, Knoxville, $3,476; WSPD, Toledo, $4,000, WNAX, Yankton, S. D., $983; WSBT, South Bend, Ind., $5,350; WHK-WJAY, Cleveland, $20,000; WHIO, Dayton, $34,856; KGKO, Wichita Falls, Tex., $2,875; WOKO, Albany, $3,200; KTUL, Tulsa, Okla., $6,347; WCCO, Minneapolis, $12,000; WACO, Tex., $6,500; WBNS, Columbus, $30,000; WMBD, Peoria, Ill., $28,500; KWKH, Shreveport, La., $11,924; WWVA, Wheeling, W. Va., $25,000; WBT, Charlotte, N. C., $25,000; WHEC, Rochester, N. Y., $29,245; WBIG, Greensboro, N. C., $6,775; WFBM, Indianapolis, $5,000; WKBN, Youngstown, $12,000; WADC, Akron, $60,000.

Other Contributions

WBOW, Terre Haute, Ind., joined with the American Legion in broadcasts which resulted in collecting $10,000 in cash and ten carloads of food and clothing which local agencies helped the radio and legionnaire workers load and dispatch into the flood zone. WSGN, Birmingham, raised $13,000 in cash and several carloads of clothing, remaining on the air 81 hours continuously during the early stages of the crisis. KFJM, Grand Forks, N. D., used local talent in between pickups from the "voluntary intercity network" and raised $1,400. WISN, Milwaukee, established a studio in Red Cross headquarters for direct appeals and secured an uncounted amount in donations.

WDNC, Durham, N. C., reported that its listeners were still responding generously and that early in the flood it dispatched a truckload of food and clothing from Durham. WSPA, Spartanburg, S. C., became the local outlet for the Red Cross drive and raised some $10,000 worth of clothing and bedding and an unstated amount in cash. WBRC, Birmingham, in collaboration with the *Birmingham Post*, reported raising $12,500 after one 45-minute broadcast. WICC, Bridgeport, raised $1,100 in a 90-minute program. Flo Ballou, graphologist, offered free readings of handwritings for Red Cross donations and a large sum was realized from this feature. KTBN, Jonesboro, Ark., reported Feb. 8 that $7,000 out of the community's whole quota of $15,000 was collected directly by the station. WRAK, Williamsport, Pa., reported collecting $1,200. WGY, Schenectady, reported three special programs brought $4,000 directly to its studios, while KSOO, Sioux Falls, S. D., reported raising $4,000 in cash and $6,000 referred by the studio direct to the Red Cross.

Cash Register Clicks

HIGH-WATER mark for results and unique campaigning on Red Cross Flood relief is claimed by KDB, Santa Barbara, Cal. Its "cash-register-of-the-air" turned the trick, according to Frank McBride, manager. There were 121 calls on one telephone alone in one hour, or more than a call each 30 seconds.

The Mutual-Don Lee outlet, responding to the plea of the Red Cross, conceived the idea and put it into play for one hour. Every call rang the register with amounts ranging from 10 cents to $25. Not only were the telephones busy, but the reception room was filled with young and old who came to give what they could. The original quota for Santa Barbara was $1,800. When KDB took the air Tuesday night, Jan. 26, the quota had been boosted to $9,000. Wednesday night the check-up revealed the quota was exceeded by $1,300. By Feb. 4, the city was more than 1,000% over its original quota.

WMC Keys Rescue

(*Continued from page 34*)

please do so immediately. (Signed) Narvel, American Red Cross.

"U. S. engineer boat *Oak* will pick up refugees at Higgerson School, Mo., foot of Island No. 8 at approximately Rive Mile 50 tomorrow morning at 10 o'clock. (Signed) U. S. Engineers.

"Attention Cincinnati: Slack Barrett, care of Barrett Line. Listeners pease forward. Advise Red Cross Memphis as soon as any of your steamers are available for our service below Cairo for rescue work. (Signed) Dr. Leroy, Memphis.

"Attention steamer *Warsaw*: There are about 75 people, women and children, assembled on levee at Pinkney, Ark. Pick up these people and bring to Memphis and report to Red Cross headquarters. (Signed) Bell, Red Cross.

"A request has come from Red Cross headquarters for barges, large and small. These are urgently needed to save human lives as well as livestock. Anyone who can supply these barges please get in touch with Red Cross headquarters by calling 8-4692. This is urgent.

"To Station KLCN, Blytheville, Ark.: The vaccine ordered by Dr. Pope for 500 persons at Hornersville, Mo., is on its way."

In addition to the above messages, picked at random from the WMC studio files, there were such type messages as appeals to motorists to stay off highways in frequent use by relief workers, warning of closed highways, information on position of boats and parties of relief workers, appeal for blood donors, schedules of special mail and passenger trains, and many types of service messages.

WMC, of course, like other radio stations, played its part in making appeals for Red Cross funds. During the first 24 hours after appeals for funds had begun, listeners had sent in $10,000 in cash. Although WMC concentrated on activities that would save lives rather than the money-raising angle, appeals were continued and contributions continued to flow upwards toward the $40,000 mark.

An emergency staff serviced day and night the 20 telephones installed at WMC, receiving notices of contributions. Their notations were sent into the broadcasting studio, checked and the contributions were acknowledged over the air.

In the handling of shortwave messages, WMC cooperated closely with the U. S. Naval and Coast Guard units set up in the area, the national guard units and other officially designated stations — this in addition to the setup with Red Cross, U. S. engineers and amateurs.

In reviewing the emergency broadcasts, General Director Slavick highly commended the FCC for its cooperation, and especially Chairman Anning S. Prall. Mr. Slavick cited one instance in which he called Mr. Prall at 3 o'clock in the morning and was granted permission for an amateur to change his frequency in order to avoid interference while handling flood emergency traffic.

The FCC granted WMC, as other stations, permission to broadcast on 5,000-watts power night and day during the emergency.

To be of greatest service, WMC cancelled all commercial programs for a period of 72 hours and devoted entire attention to the flood emergency. During the first nine days of the emergency period, WMC was on the air continuously, excepting eight hours, for 207 hours.

Aided by the 40 emergency workers who donated their services during the emergency, every member of the WMC staff worked long and diligent hours to do a big job that needed to be done. From Mr. Slavick down—Herb Zimmerman and Royce Williams control board operators; Earl Moreland, David Cobb and Joe Duval, announcers; Commercial Manager Joe Eggleston; Salesmen Warner Bowden, Jack Merrill and Frank Clarke; Program Director F. W. Roth; Utility Man Harry Kabakoff and Newswriter Robert Gray—all contributed to the record made by WMC during the crisis.

And everybody felt well repaid by messages of commendation similar to the following telegram:

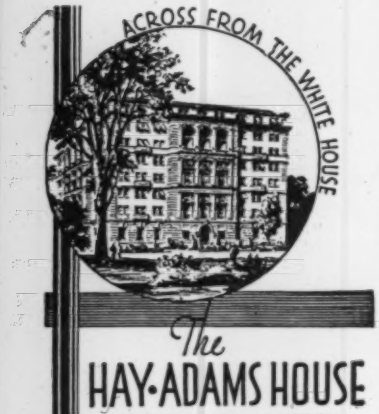
"We of the National Broadcasting Company take off our hats to your staff for their wonderful work during the flood. It is such excellent cooperation on part of the associate stations that really makes NBC the great organ that it is in eyes of the public. (Signed) Royal, NBC, New York."

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

FLOOD RECORDING
Tom Powers Discs Used in Appeals for Funds

TOM POWERS, conductor of *Life Studies* on WOR, Newark, Sundays, 5 to 5:30 p. m., devised a novel way of aiding the Red Cross during the present flood disaster.

With consent of his sponsor, S. C. Johnson & Son Inc., Racine, Wis., and the services of WOR's recording laboratory and the American Record Corp. of Bridgeport, Conn. offered gratis, Powers condensed his Feb. 3 half-hour dramatic broadcast on flood conditions to 15 minutes, reenacted the program by himself in his usual characterizations and recorded it with the aid of the above facilities.

The large number of pressings which were made were forwarded to the Red Cross headquarters to be distributed to radio stations who would offer their time to rebroadcast the dramatization on the air to appeal for aid for the Red Cross.

Libby on WOR-WGN

LIBBY, McNEIL & LIBBY, Chicago (tomato juice), will assume sponsorship of *We Are Four*, dramatic serial, on a WOR-WGN hookup beginning March 1. Program has been broadcast on WGN only for the last two years under sponsorship of Munsingwear Corp., Minneapolis, which discontinued their support about a month ago, since which time WGN has continued the program as a sustaining feature. J. Walter Thompson Co., Chicago, will handle the broadcasts for Libby.

To Manufacturers of Food Products

Speed is not the most important factor in securing national distribution. Rightness of sales policy, soundness of methods, thoroughness, are of first consideration. Conforming to these essentials, the National Brokerage Company can distribute your product in all sections, quickly and economically.

Through its groups of trained and experienced sales representatives, the National Brokerage Company is in daily contact with buyers in all sections of the United States. This close-contact, on-the-ground service avoids delays and costly floundering. Results are secured in a practical, business-like way. National Brokerage Company charges are nominal, based on completed sales.

If you would like to know how the National Brokerage Company could help you secure national distribution, write us frankly. There will be no obligation.

NATIONAL BROKERAGE COMPANY, INC.

A National Sales Organization
Edward M. Power, Jr., *President*

OLIVER BUILDING :-: PITTSBURGH, PA.

Polls Show Similar Program Rankings; Benny and Allen Top Radio Comedians

FRED ALLEN, Jack Benny and Bob Burns, in that order, are the three top air comedians according to the first annual poll of radio editors of Hearst newspapers throughout the country conducted by J. E. (Dinty) Doyle, radio editor of the *New York American*, who also syndicates a Sunday radio page to all members of the Hearst chain. The results were made public recently in Hearst newspapers.

Runners up to the top comedians were Eddie Cantor, Milton Berle, Parkyakarkus, Phil Baker and Charles Butterworth. Deanna Durbin of the Texaco-Eddie Cantor program was adjudged as the one new outstanding star developed during 1936. Miss Durbin has recently won renown in the movies.

The Rudy Vallee *Variety Hour* was given first choice in the variety program classification with the Bing Crosby program and *Hollywood Hotel* following. The *Lux Radio Theatre* was first in the best drama class with *Hollywood Hotel* second, *First Nighter* third. The poll results follows:

Best Variety Program—1. Rudy Vallee; 2. Bing Crosby; 3. Hollywood Hotel.

Best Drama Program—1. Monday Night Radio Theater; 2. Hollywood Hotel; 3. First Nighter.

Best Program of Classical Music—1. Sunday Evening Hour (Ford); 2. Sunday Night Concert (General Motors); 3. New York Philharmonic Concerts.

Best Dance Orchestra — Swing—1. Benny Goodman; 2. Glen Gray; 3. Jimmy Dorsey.

Best Dance Orchestra — Sweet—1. Guy Lombardo; 2. Wayne King; 3. Richard Himber.

Best Master of Ceremonies—1. Bing Crosby; 2. Major Bowes; 3. Rudy Vallee.

Leading Comedian—1. Fred Allen; 2. Jack Benny; 3. Bob Burns.

Leading Comedienne—1. Gracie Allen; 2. Mary Livingston; 3. Beatrice Lillie.

Best Female Vocalist (Popular)—1. Frances Langford; 2. Kay Thompson; 3. Kate Smith.

Best Female Vocalist (Opera and Concert)—1. Lily Pons; 2. Jessica Dragonette; 3. Rosa Ponselle.

Best Popular Male Vocalist—1. Bing Crosby; 2. Frank Parker; 3. Lanny Ross.

Best Male Vocalist (Concert or Opera)—1. Nelson Eddy; 2. Nino Martini; 3. John Charles Thomas.

Best Comedy Team—1. Burns & Allen; 2. Stoopnagle & Budd; 3. Jack Benny & Mary Livingston.

Best Children's Program—1. Irene Wicker, The Singing Lady; 2. Popeye; 3. Dorothy Gordon.

Best Night-time Serial—1. Helen Hayes in "Bambi"; 2. "One Man's Family"; 3. Amos 'n' Andy.

Best Daytime Serial—1. The Story of Mary Marlin; 2. Myrt & Marge; 3. Vic & Sade.

Best Sports Announcer—1. Ted Husing; 2. Clem McCarthy; 3. Ernie Smith.

Best All-Around Announcer—1. Harry Von Zell; 2. Don Wilson. 3. Milton J. Cross.

Best All-Around Musical Show—1. Andre Kostelanetz; 2. Fred Waring; 3. American Album.

Best Commentator—1. Edwin C. Hill; 2. Boake Carter; 3. H. V. Kaltenborn.

Outstanding Star Developed in 1936—Deanna Durbin.

Outstanding Program Idea Projected in 1936—"We, The People".

Most Impressive Broadcast in 1936—Abdication Speech of King Edward.

JACK BENNY, besides being the favorite comedian for the fourth successive year in the 1937 *New York World-Telegram* poll of radio editors, for the third straight time is ranked first in program popularity. Second to Benny in this poll is Fred Allen, both in the comedian and general program classifications, the third year he has ranked second among funny men, but the first time his program has ranked second by a decisive margin.

In the poll of 252 radio editors, each editor selected his five favorites, three points being awarded to the first choice, two for second and one for third, fourth or fifth choice.

The Major Bowes amateur program is missing from the first 20 selected by radio editors. On the other hand the Fred Astaire Tuesday night program sponsored by Packard Motor Car Co. broke into the select circle although it has been on the air only a few months.

Among new figures who enjoy high ranking in the poll are Kay Thompson, blues singer; Shep Fields, rhythm orchestra; Kenny Baker, vocalist; Frances Langford, blues singer; Nelson Eddy, concert singer; Bob Burns, hillbilly narrator. Bing Crosby continues his high ranking among male popular singers and Kate Smith is as popular as ever among radio editors. A breakdown of the first selections in the poll shows CBS with eight and NBC with six. Getting into the second place division, NBC leads with nine seconds to three for CBS.

Here are the poll rankings in their order of popularity, with the vote for each:

OUTSTANDING PROGRAMS—Jack Benny 325; Fred Allen 183; Rudy Vallee Hour 118; Bing Crosby Hour 113; Radio Theatre 90; New York Philharmonic 56; Detroit Symphony 51; Erno Rapee Symphony 49; Andre Kostelanetz programs 43; One Man's Family and Eddie Cantor (tie) 40; Hollywood Hotel 37; Magic Key of RCA 34; George Burns & Gracie Allen 32; Fred Astaire Hour 28; Metropolitan Opera 26; Fibber McGee & Molly 25; Nelson Eddy and Amos 'n' Andy (tie) 24; March of Time 23.

COMEDIANS—Jack Benny 481; Fred Allen 300; Bob Burns 90; George Burns & Gracie Allen 89; Stoopnagle & Budd 80; Eddie Cantor 76; Phil Baker 71; Fibber McGee & Molly 44; Milton Berle 31; Charles Butterworth 30.

LIGHT ORCHESTRAS—Guy Lombardo 242; Andre Kostelanetz 149; Wayne King 147; Benny Goodman 114; Richard Himber 108; Shep Fields 84; Fred Waring 83; Hal Kemp 78; Horace Heidt 57; Paul Whiteman 49; Eddie Duchin 37; Casa Loma 34; Ben Bernie 27; Meredith Wilson 24.

FEMININE POPULAR SINGERS—Kate Smith 211; Frances Langford 196; Gertrude Nissen 74; Kay Thompson 72; Jessica Dragonette 66; Harriet Hilliard 63; Francia White 38; Jane Pickens 36; Jane Froman 34; Helen Ward 30; Ruth Etting 29; Connie Boswell 24.

MALE POPULAR SINGERS—Bing Crosby 402; Frank Parker 236; Kenny Baker 160; Lanny Ross 124; Nelson Eddy 49; Dick Powell 43; Frank Munn 35; James Melton 34; Rudy Vallee 33; Morton Downey and Tony Martin (tie) 32; Ray Heatherton 24; Jerry Cooper and Horton Bowe (tie) 22.

VOCAL GROUPS—Revelers 194; Fred Waring's Choir 108; Kay Thompson Rythm Singers 106; Hall Johnson Choir 64; Seven G's and Eton Boys (tie) 40; King's Men and Paul Taylor Chorus (tie) 39; Landt Trio and White 36; Mills Brothers 34; Kostelanetz Chorus 29; Town Hall Quartet 24.

SYMPHONIC CONDUCTORS—Leopold Stokowski 369; Erno Rapee 182; Frank Black 128; Jose Iturbi 116; John Barbirolli 102; Eugene Ormandy 74; Arturo Toscanini 74; Andre Kostelanetz 45; Serge Koussevitzky 33; Howard Barlow 25.

CLASSIC SINGERS—Nelson Eddy 260; Lily Pons 225; Jessica Dragonette 110; Lawrence Tibbett 101; Richard Crooks 97; Nino Martini 88; Gladys Swarthout 73; John Charles Thomas 70; Grace Moore 54; Kirsten Flagstad 49; Rosa Ponselle 45; Lauritz Melchior 30; Margaret Speaks 26; Francia White 22.

CLASSIC MUSICIANS—Jascha Heifetz 63; Jose Iturbi 152; Rubinoff 150; Albert Spalding 97; Josef Hofmann 62; Mischa Elman 39; Fritz Kreisler 38; Mischa Levitzki 34; Harold Bauer and Jesse Crawford (tie) 28.

OUTSTANDING NEW STARS—Deanna Durbin 152; Bob Burns 107; Shep Fields 56; Charles Butterworth and Bobby Breen (tie) 39; Edgar Bergen 27; Milton Berle and Martha Raye (tie) 34.

COMMENTATORS—Boake Carter 234; Edwin C. Hill 149; Lowell Thomas 111; Gabriel Heatter 42; H. V. Kaltenborn 38; Paul Sullivan 33; John Nesbitt 24.

SPORTS ANNOUNCERS — Ted Husing 429; Clem McCarthy 38; Bill Slater 27; Hal Trotten 21; Don Wilson 20.

STUDIO ANNOUNCERS — Don Wilson 138; Harry Von Zell 93; Milton Cross 87; David Ross 65; Graham McNamee 38; Jean Paul King 30; Paul Douglas 27; Ken Carpenter 21.

DRAMATIC PROGRAMS — Radio Theatre 309; One Man's Family 96; March of Time 60; First Nighter 50; Helen Hayes 23; Cavalcade of America 21.

CHILDREN'S PROGRAMS—Singing Lady 276; Little Orphan Annie 75; Dorothy Gordon 27; Popeye and Wilderness (tie) 24.

WOMEN'S PROGRAMS — Magazine of the Air 87; Betty Crocker 81; Wife Saver 42; Ida Bailey Allen 30; Homemakers Exchange 24.

Third Latin Station Takes RCA Opera Broadcasts

THIRD South American radio station to join NBC each Saturday afternoon to carry the RCA-sponsored Metropolitan Opera series is Station Expectadore, of Montevideo, Uruguay, which began the broadcasts Feb. 6. The performances are sent via commercial shortwave channels of RCA Communications Inc. to Buenos Aires, Argentine, thence relayed by land line to Montevideo.

RCA earlier added to its NBC-Blue network hookup carrying the operas the stations known as Radio Splendid at Buenos Aires and Radiobras at Rio de Janiero, which also take them on a commercial basis, carrying their own advertising announcements in Spanish to promote RCA export products. This is the first step toward more frequent commercial and sustaining exchanges between the American networks and Latin American radio stations, which was the main purpose of NBC Vice President John Royal's recent airplane tour of Latin America.

Henderson Loses KWKH Damages In Court Reversal

Appellate Judge Overrules an Award of $21,250 by Jury

W. K. HENDERSON, of Shreveport, La., former stormy petrel of KWKH, of that city, on Feb. 1 lost a court fight in which he sought to procure an additional $37,500 for sale of that station to the International Broadcasting Corp., headed by Sam D. Hunter, oil operator, for $50,000. The opinion, handed down by the State Supreme Court of Louisiana, reversed a jury judgment of $21,250 in favor of Mr. Henderson and covered a hitherto untouched field of radio law.

KWKH now is operated by the Times Publishing Co., Shreveport, to which it was sold by Mr. Hunter in May, 1935, for $60,000. Mr. Henderson's damage suit, however, was against Mr. Hunter and International, claiming that the terms of the original sale provided that KWKH should continue to be operated on the 850 kc. clear channel, and that this was violated when, in June, 1934, KWKH relinquished this clear-channel assignment on a full-time basis, to WWL, New Orleans, for a consideration of $25,000 in cash, and in lieu of that began full-time operation on the 1100 kc. channel.

In addition, Mr. Henderson claimed that the sales contract carried a proviso that in addition to the $50,000 consideration, he was to be given, at prevailing card rate, time in the amount of $5,000. He contended that an outright sale of KWKH, without a restriction as to the retention of its assignment on 850 kc., would have been worth more than $50,000 and that he would not have accepted less than $85,000 on such a basis. He claimed damages of $35,000 for alleged violation of the contract.

As for the arrangement for $5,000 in KWKH time, Mr. Henderson claimed that he had been furnished time having a value of $2,250, but that because of the change in frequency to 1100 kc., the advertising he was to have received "is valueless". He contended, therefore, that damages of $2,750 were due him on that count, or a total of $37,500.

In the jury trial a verdict of $18,500 in favor of Mr. Henderson was given for the breaking of International's alleged obligation to maintain the station on 850 kc. and $2,750 for breach of the supplemental agreement to furnish advertising time.

Justice Land covered in detail the history of the transaction, in reversing the lower court. He concluded that the terms of the sales contract and supplemental contract were "clear and unambiguous and contain no agreement whatever obligating the defendant to continue the operation of the station on 850 kc. for the benefit of the plaintiff."

Judge Land held further that the City of Shreveport was not a party to the contract. Since International was under no obligation to continue to operate KWKH indefinitely on 850 kc., it was at full liberty to enter into the sales contract with WWL and adjust its differences with that station without the consent or approval of Mr. Henderson, he ruled. Further, he said, it had not been proved that a single advertiser ever refused to use KWKH because of the change in wavelength, and that, on the contrary, there was ample evidence that KWKH business increased substantially by virtue of its shift from half-time on 850 kc. to full time on 1100. Immediately following the change, he added, the advertisers jumped to a total of 150 from 69, or an increase of more than 120%.

STUDIO IN TRAILER — With four pianos, etc., WQXR, New York, arranged with two of its sponsors, Knabe pianos and Acousticon hearing aids, to run a series of special broadcasts from the Long Island National Home Show, Jamaica, L. I., Feb. 2 to 10th inclusive. Knabe supplied the talent for all musical broadcasts and all programs were put on in full view of the crowds at the show as the trailer is practically all glass.

PROGRAM DIRECTOR WANTED

in

Fast Growing Regional Station

•

Give Complete Details of Past Experience and Enclose Picture With First Letter

•

Box 625
Broadcasting

KOMO 5000 Watts L.S. NBC Red

SEATTLE WASHINGTON

KJR 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

Station Sales Data Supplied Congress

Rep. Wigglesworth Gets Figures From FCC

RECURRENCE of charges of monopoly in broadcasting by the networks, trafficking in radio station licenses and inadequate regulation of radio developed during the last fortnight in Congress during debate on the Independent Offices Appropriation Bill for the 1938 fiscal year. The allegations, however, were in a more virulent form and were used as the basis for further demands for an investigation of radio by Congress.

Leading the assault was Rep. Wigglesworth (R-Mass.) who addressed the House Feb. 1 upon reporting of the Independent Offices Bill, demanding an investigation. He threw his support to the Connery resolution (HRes-92) for an investigation of networks in particular by a select committee of the House.

After two days of debate, the House on Feb. 3 passed the Appropriation Bill carrying the full amount of $1,604,000 for administrative expenses. There was additional debate on the subject and Rep. Wigglesworth put into the record complete tables on sales, transfers and leases of stations, duplicating the material included in the hearings on the bill. In so doing, Rep. Wigglesworth said that he had already called attention to transfers in broadcasting licenses approved by the FCC "which in the absence of further explanation appear to be without justification if not scandalous."

Urges License Tax

MR. WIGGLESWORTH referred particularly to his interrogation of FCC witnesses at the executive hearings on the FCC appropriation Dec. 9 before a subcommittee of the House Appropriations Committee. He attached great significance to assignment of licenses and sales of stations, including in the record detailed statistics of license transfers from the beginning of the FCC and also those available on the records of the former Radio Commission. Mr. Wigglesworth advocated assessment of a license fee for broadcasters in payment for their operating franchises both during the hearings and in his speech on the House floor Feb. 1. In the former case he asked if a tax of 10% of the gross earnings of stations would not make "quite a contribution to the revenue of the government."

Pursuing this thought in his speech before the House, he said that stations command an annual income exceeding $100,000,000 derived under licenses granted by the government "as a gratuity," and that these stations "can and should, through license fees, or otherwise, make a substantial contribution to the Federal treasury."

The Appropriations Bill hearings, which were not made public until the reporting of the Independent Offices Bill on Feb. 1, carried an appropriation for the FCC of $1,604,000—the largest figure ever sought. For the fiscal year 1937, Congress appropriated $1,450,000 for the FCC, plus $24,000 for printing and binding, as against the 1938 figure which also carries a $25,000 fund for printing and binding.

The subcommittee went into many phases of radio regulation in interrogating members of the FCC. Mr. Wigglesworth, however, indulged in the most controversial examination of Chairman Prall and Broadcast Division Chairman Sykes, going into detail on such matters as assignment of station licenses, license fees, experimental grants and similar phases of regulation. He pursued the same course last year in connection with the FCC appropriation but did not go as deeply into these subjects.

Regulating Rate Cards

JUDGE SYKES, under examination at the opening session by Chairman Woodrum (D-Va.) of the subcommittee, explained that broadcasting licenses are issued for only six months in spite of the fact that the law allows a three-year license in the judgment of the Commission.

"We do not feel we have yet reached the point where the general spectrum is so good that they (stations) can operate so well that we are ready to grant licenses for a longer term than six months," he said.

Answering further questions by Mr. Woodrum, Judge Sykes explained that the Broadcast Division pays more attention than ever before to the corporate structures of licensees, particularly on new applications. Responding to Rep. Fitzpatrick (D-N. Y.), Judge Sykes said that the FCC has no power to regulate the prices charged by stations for broadcasts because a station is not a common carrier. Asked whether the FCC could make recommendations, he responded in the negative, declaring "we have very carefully refrained from doing anything that might smack of censorship. We have refrained from doing anything along those lines."

Opening the license fee discussion, Rep. Wigglesworth, with Judge Sykes on the stand, asked if the FCC had given any further consideration to setting up of license fees, recalling that a year ago there was discussion as to whether or not it might be advantageous to the government to charge fees for the broadcasting privilege. Judge Sykes explained that nothing had been done and that the FCC had no recommendation to make, although the subject was still under consideration.

"If we were to charge, say 10% of the gross earnings, it would make quite a contribution to the revenue of the government, would it not?" asked Mr. Wigglesworth.

"Yes," responded Judge Sykes. "We have discussed here several times the question of whether or not the Commission should not be self-supporting, we might say, or at least bring into the government a sufficient amount of money to compensate for what that costs the government."

When Rep. Wigglesworth inquired as to the total income of stations, Judge Sykes said he did not have the information, although "they are doing well, generally speaking." He added that it would be difficult to ascertain the amount.

Then Mr. Wigglesworth started his protracted interrogation on assignments of licenses. He said that he had been told that one station with physical assets of about $600,000 was turned over at a cost of about $1,250,000. Chairman Prall, responding to the question, said he would have to consult the official FCC records before he could verify that or other reports of station sales dealing with specific amounts. Judge Sykes stated that the FCC goes into assignment cases very carefully. Declaring these present some of the most difficult questions before the Division, he said the effort is to see that these sales do "not smack of trafficking in a Federal license."

License Suspension

FOLLOWING this discussion, Mr. Wigglesworth asked that the FCC furnish detailed information on transfers and assignments. Subsequently, he asked for similar information in connection with station leases, all of which is published in this issue.

Included in the record at the request of Mr. Wigglesworth was a complete list of experimental licenses granted by the FCC and now in force and a complete tabulation of clear-channel stations showing their network ownership or affiliation.

The question of the FCC's authority to suspend station licenses for transgressions of the law, was again raised during the hearing by Rep. Wigglesworth. Judge Sykes explained that the FCC has no such authority although once or twice it had asked for the power. He explained that there are cases where station programs are generally very good but that one or two programs for a short time might be "rather bad". "The only thing we can do is either decline to renew that station license or to renew it," he said.

Complaints filed with the FCC on programs also were discussed, with Mr. Wigglesworth interrogating Judge Sykes. The Broadcast Division chairman said there had been 75 or 100 complaints during the last year but that the FCC had no occasion to resort to the revocation procedure in any instance.

Then Rep. Wigglesworth directed his inquiry to the so-called WOV case involving broadcasts in Italian over the New York station of allegedly obscene programs. Judge Sykes said that the FCC had gone into these complaints and procured

(*Continued on page 81*)

Connery Resolution for Probe of FCC

Following is the text of the amended resolution introduced by Rep. Connery (D-Mass.) for an investigation of purported monopoly in broadcasting. The resolution is pending before the House Rules Committee and favorable action is indicated both by its author and Chairman O'Connor of the Rules Committee.

Whereas the Congress, in creating the Federal Radio Commission and in enacting the Communications Act of 1934, expressly reserves to the people of the United States control of all radio frequencies; and

Whereas, despite the restriction through the leasing of, the purchase of, the affiliating of, the operation of, or, through the possession of contracts giving to a select few the exclusive right to use the more desirable time of these radio-broadcasting stations, there is reason to believe that contrary to the intent and the spirit, as well as the language of laws in force, one or more monopolies exist in radio broadcasting, which radio-broadcasting monopolies are believed to be profiting illegally at the expense and to the detriment of the people through the monopolistic control and operation of all clear channel and other highly desirable radio-broadcasting stations, such as the Columbia Broadcasting System, the National Broadcasting Company, and the Mutual Broadcasting System, or other existing groups; and

Whereas it is believed that neither public interest, convenience, or necessity is served by permitting virtual radio-broadcasting monopolies to control this property which has been reserved to the control of the American people; and

Whereas it is contrary to public policy, convenience, or necessity to allow any private groups to monopolize the use of a property reserved to and for the people: Therefore be it

Resolved, That a committee of seven Members of the House of Representatives shall be appointed by the Speaker, which committee is hereby directed to inquire into and investigate the allegations and charges that a monopoly or monopolies exist in radio broadcasting alleged to be held by the Columbia Broadcasting System, National Broadcasting Company, Mutual Broadcasting System, or others; be it further

Resolved, That the said committee shall make a thorough and exhaustive investigation of all charges and allegations of the existence of a monopoly or monopolies in radio broadcasting and the effect which such monopoly or monopolies may have on the character of radio programs, and rates charged advertisers, and generally the effect of such monopoly or monopolies on the public, and said committee shall report in whole or in part at any time to the House of Representatives during the Seventy-fifth Congress, together with such recommendations for legislation or otherwise as it deems advisable; and be it further

Resolved, That said committee or any subcommittee thereof is authorized to sit and act during the present Congress at such times and places within the United States whether or not the House is sitting, has recessed, or adjourned, to hold such hearings; to require the attendance of such witnesses and the production of such books, papers, and documents by subpena or otherwise and take such testimony as it deems necessary with respect to such monopoly or monopolies and the management and operation of any company or companies being so investigated. Subpenas shall be issued under the signature of the chairman of said committee or any member designated by him, and shall be served by any person designated by them or either of them. The chairman of the committee or any member thereof may administer oaths to witnesses. Every person who, having been summoned as a witness by authority of said committee, or subcommittee thereof, willfully makes default, or who, having appeared, refuses to answer any questions pertinent to the matter herein authorized to be investigated, shall be held to the penalties provided in sections 102, 103, and 104 of the Revised Statutes of the United States, as amended (U. S. C., title 2, secs. 192, 193, and 194).

RADIO STATION SALES AND LEASES APPROVED BY FCC AS REPORTED TO CONGRESS

Applications for control under Sec. 310 of Communications Act of 1934 for assignment of licenses granted by FCC July 1, 1935 to Dec. 8, 1936

Station	Location	File no.	Assignor	Assignee	Original cost fixed assets	Replacement cost of fixed assets	Total claimed value of physical and intangible assets	Period	Station earnings (net profit)	Consideration paid	Date granted by commission
								Months			
KCMO	Kansas City, Mo.	B4-AL-88	Charlotte Duncan, administratrix of estate of Wilson Duncan, deceased.	Lester E. Cox, Thomas L. Evans, and C. C. Payne.	$10,473.45	$11,141.45	$2,500.00	6	$1,347.82	$18,000.00	May 14, 1936
KFJR	Portland, Oreg.	B5-AL-139	Ashley C. Dixon, KFJR, Inc.	KALE, Inc.	6,461.72	13,500.00	19,481.80	8	1,008.97	28,500.00	Oct. 7, 1936
KFVD	Los Angeles, Calif.	B5-AL-98	Los Angeles Broadcasting Co., Inc.	Standard Broadcasting Co., Inc.	9,105.20	14,025.00	7,908.10	6	2,381.78	65,000.00	June 12, 1936
KFYO	Lubbock, Tex.	B3-AL-89	T. E. Kirksey, trading as Kirksey Bros.	Plains Radio Broadcasting Co.	11,733.58	11,351.73	21,000.00	6	1,792.82	21,000.00	Apr. 3, 1936
KIDW [2]	Lamar, Colo.	B5-AL-83	Lamar Broadcasting Co.	The Southwest Broadcasting Co. (lease only).	15,000.00	8,000.00	3,000.00	6	[1] 942.54	[2] 1,200.00	Apr. 7, 1936
KMMJ	Clay Center, Nebr.	B4-AL-97	The M. M. Johnson Co.	KMMJ, Inc.	40,334.79	39,007.30	47,143.20	6	[1] 3,037.03	80,000.00	July 2, 1936
KOIL	Council Bluffs, Iowa	B4-AL-63	Mona Motor Oil Co.	The Central States Broadcasting Co.	63,068.02	65,349.34	35,229.88	3	[1] 1,696.77	110,000.00	Nov. 12, 1935
KOMA	Oklahoma City, Okla.	B3-AL-105	National Radio Mfg. Co.	Hearst Radio, Inc.	20,966.01	21,852.00	196,000.00	6	17,567.28	171,000.00	Aug. 13, 1936
KOY	Phoenix, Ariz.	B5-AL-140	Nielsen Radio & Sporting Goods Co.	Salt River Valley Broadcasting Co.	22,010.35	13,833.12	50,000.00	6	4,833.31	50,000.00	Nov. 10, 1936
KPDN	Pampa, Tex.	B3-AL-117	Pampa Daily News, Inc.	R. C. Hoiles.	11,734.79	11,734.79	10,914.56	2	1,885.48	15,000.00	Sept. 22, 1936
KRE	Berkeley, Calif.	B5-AL-87	First Congregational Church of Berkeley.	The Central Broadcasters, Inc.	14,494.05	11,250.00	6,707.44	6	101.32	16,978.23	Do.
KRQA	do.	B5-AL-100	W. C. Irvin.	J. Laurance Martin.	5,062.11	4,047.63	14,332.39	6	[1] 889.25	15,000.00	July 2, 1936
KSO	Des Moines, Iowa	B4-AL-60	Cedar Rapids Broadcast Co.	Iowa Broadcasting Co.	27,600.00	27,600.00	134,950.00	3	[1] 6,615.00	1.00	Jan. 10, 1936
KTAT	Fort Worth, Tex.	B3-AL-103	KTAT Broadcast Co., Inc.	Raymond E. Buck.	86,861.04	75,469.99	176,000.00	6	[1] 3,000.00	160,000.00	Aug. 13, 1936
KTAT	do.	B3-AL-136	Raymond E. Buck.	Tarrant Broadcasting Co.	86,861.04	75,469.99	160,631.22	1	1,099.39	[6] 170,000.00	Nov. 10 1936
KTSA	San Antonio, Tex.	B3-AL-95	Southwest Broadcasting Co.	KTSA Broadcasting Co.	72,355.28	78,941.47	208,000.00	6	[1] 4,000.00	180,000.00	May 4, 1936
KVOL	Lafayette, La.	B3-AL-86	George H. Thomas, R. M. Dean, L. M. Sepaugh, T. B. Lanford, doing business as Evangeline Broadcasting Co.	Evangeline Broadcasting Co., Inc.	4,970.53	4,970.53	7,492.51	3	1,915.57	[6] 7,200.82	May 21, 1936
KVOR	Colorado Springs, Colo.	B5-AL-121	S. H. Patterson.	Out West Broadcasting Co.	19,848.40	19,727.00	70,629.73	6	4,621.50	80,000.00	Oct. 20, 1936
KWG	Stockton, Calif.	B5-AL-109	Portable Wireless Telephone Co.	McClatchy Broadcasting Co.	12,044.42	12,044.42	46,687.33	6	8,823.58	1.00	July 2, 1936
KYA	San Francisco, Calif.	B5-AL-59	Pacific Broadcasting Corporation.	Hearst Radio, Inc.	52,958.80	27,200.00	[5] 25,858.67	3	[1] 13,740.70	1.00	Mar. 10, 1936
WACO	Waco, Tex.	B3-AL-104	Central States Broadcasting Co., Inc.	Ktsa Broadcasting Co.	14,896.12	17,965.00	62,000.00	6	6,800.00	50,000.00	Aug. 13, 1936
WATL	Atlanta, Ga.	B3-AL-40	Oglethorpe University.	J. W. Woodruff and S. A. Cisler, doing business as Atlanta Broadcasting Co.	21,794.00	11,454.00	12,450.00	3	[1] 173.25	16,500.00	Oct. 22, 1935
WATL	do.	B3-AL-123	J. W. Woodruff and S. A. Cisler, doing business as Atlanta Broadcasting Co.	J. W. Woodruff, doing business as Atlanta Broadcasting Co.	21,794.00	11,450.00	6,000.00	6	3,803.27	4,500.00	Oct. 27, 1936
WCHS	Charleston, W. Va.	B2-AL-141	Charleston Broadcasting Corporation.	Charleston Broadcasting Corporation.	71,942.20	145,718.04	61,680.09	6	9,426.60	200,000.00	Do.
WCOP	Boston, Mass.	B1-AL-77	Joseph M. Kirby.	Massachusetts Broadcasting Corporation.	42,620.80	42,620.80	57,306.05	1	[2] 2,129.07	[2] 57,000.00	May 28, 1936
WCPO	Cincinnati, Ohio.	B2-AL-70	Radio Station WFBE, Inc.	Continental Radio Co.	53,500.00	55,518.90	42,570.10	6	[1] 941.92	53,500.00	Sept. 24, 1935
WEBR [4]	Buffalo, N. Y.	B1-AL-114	Howell Broadcasting Co.	WEBR, Inc.	169,884.90	120,964.75	99,250.00	6	7,232.85	120,000.00	July 2, 1936
WEEI [1]	Boston, Mass.	B1-AL-112	The Edison Electric Illuminating Co. of Boston.	WEEI Broadcasting Co. (lease)	451,978.00	463,234.00	497,907.00	6	66,486.43	[3] 219,000.00	June 20, 1936
WELI	West Haven, Conn.	B1-AL-99	Patrick J. Goode.	City Broadcasting Corporation.	30,492.96	30,492.96	57,127.10	6	[1] 6,184.95	[6] 57,000.00	June 12, 1936
WEST	Easton, Pa.	B3-AL-43	Lancaster Broadcasting Service, Inc.	Associated Broadcasters, Inc.	19,000.00	19,000.00	12,750.00	3	[1] 661.78	19,000.00	Oct. 22, 1935
WQAN	Scranton, Pa.	B2-AL-84	E. J. Lynett (property the Scranton Times).	E. J., W. R., Elizabeth R., and Edward J. Lynett, Jr.	18,000.00	18,000.00	338,000.00	.....	None	1.00	May 1, 1936
WSGN	Birmingham, Ala.	B3-AL-73	Ormond O. Black and Mary Collett Black (R. B. Broyles, trading as R. B. Broyles Furniture Co.).	R. B. Broyles, doing business as R. B. Broyles Furniture Co.	.....	[9]	.....	.....	.....	None	Dec. 17, 1935
WSGN [8]	do.	B3-AL-85	See above name in parentheses; omit same as part of B3-AL-73.	Birmingham News Co. (lease)	12,000.00	12,000.00	6,784.00	7	2,592.42	[3] 6,000.00	May 14, 1936
WTAQ	Green Bay, Wis.	B4-AL-35	Gillette Rubber Co.	WHBY, Inc.	21,691.25	32,121.45	24,569.25	3	914.10	30,000.00	Aug. 27, 1935
WTAQ	do.	B4-AP-7	do.	do.	.....	.....	24,569.25	3	914.10	30,000.00	Oct. 1, 1936
WWNC	Asheville, N. C.	B3-AL-126	Citizens Broadcasting Co., Inc.	Asheville Citizen-Times Co., Inc.	34,440.98	25,254.50	9,223.03	6	11,218.87	1.00	Oct. 20, 1935

[1] Deficit. [2] See supplementary information attached hereto. [3] Per annum. [4] In stock. [5] Not known. [6] Cancelation of lease.

Existing Licensees Operating Stations Under Leases Where Assignment of Licenses (Based Upon Lease) Was Approved by FCC Prior to July 11, 1934

Station	Location	File number	Assignor (lessor)	Assignee (lessee)	Period lease is operative	
					From—	To—
KEX	Portland, Oreg.	5-AL-B-534	Western Broadcasting Co.	The Oregonian Publishing Co.	Sept. 3, 1933	June 14, 1938
KFDM	Beaumont, Tex.	3-AL-B-437	Magnolia Petroleum Co.	Sabine Broadcasting Co., Inc.	June 22, 1932	June 21, 1937
KGA	Spokane, Wash.	5-AL-B-533	Northwest Broadcasting System, Inc.	Louis Wasmer.	Sept. 4, 1933	June 14, 1943
KGO	San Francisco, Calif.	5-AB-186	General Electric Co.	National Broadcasting Co., Inc.	Feb. 1, 1930	[5]
KJR	Seattle, Wash.	5-AL-B-497	Northwest Broadcasting System, Inc. [6]	Fisher's Blend Stations, Inc.	Feb. 21, 1933	Dec. 31, 1942
KOA	Denver, Colo.	5-AB-187	General Electric Co.	National Broadcasting Co., Inc.	Feb. 1, 1930	[5]
KPO	San Francisco, Calif.	5-AL-B-415	Hale Bros. Stores, Inc., and the Chronicle Publishing Co.	do.	Dec. 17, 1931	Dec. 17, 1937
WAPI	Birmingham, Ala.	3-AL-B-440	Alabama Polytechnic Institute, University of Alabama, and Alabama College.	WAPI Broadcasting Corporation.	Aug. 1, 1932	Aug. 1, 1937
WASH	Grand Rapids, Mich.	2-AL-B-398	WASH Broadcasting Corporation.	Kunsky-Trendle Broadcasting Corporation [7]	Dec. 21, 1931	Oct. 15, 1935
WBNO	New Orleans, La.	3-AL-B-312	The Coliseum Place Baptist Church.	Samuel D. Reeks.	Aug. 20, 1930	Aug. 20, 1940
WDAE	Tampa, Fla.	3-AL-B-552	Tampa Publishing Co.	Tampa Times Co.	June 30, 1933	June 30, 1943
WFBG	Altoona, Pa.	2-AL-B-464	The William F. Gable Co.	The Gable Broadcasting Co.	July 1, 1932	Dec. 31, 1932
WHBY	Green Bay, Wis.	4-AL-B-466	St. Norbert College.	WHBY, Inc.	Oct. 1, 1932	Oct. 1, 1942
WMAL	Washington, D. C.	1-AL-B-494	M. A. Leese Radio Corporation.	National Broadcasting Co., Inc.	Feb. 28, 1933	Jan. 31, 1938
WMBI	Chicago, Ill.	4-AB-23	Moody Bible Institute of Chicago.	Moody Bible Institute Radio Station.	Nov. 26, 1928	Oct. 20, 1929
WOOD	Grand Rapids, Mich.	2-AB-322	Walter B. Stiles, Inc.	Kunsky-Trendle Broadcasting Corporation [7]	Oct. 15, 1930	Oct. 15, 1935
WTAM	Cleveland, Ohio.	2-AL-B-288	WTAM, Inc.	National Broadcasting Co., Inc.	Oct. 16, 1930	Oct. 15, 1933

Station	Location Italic figures indicate loss.	File number	Option to renew	Original cost fixed assets [1]	Replacement cost fixed assets [1]	Total claimed value of physical and intangible assets [1]	Station earnings [1]		Consideration paid (per annum) [1]	Date granted by Commission [2]
							Period (months)	Net loss or profit		
KEX	Portland, Oreg.	5-AL-B-534	Yes	(3)	(3)	(3)	(3)	.....	(4)	Oct. 28, 1931
KFDM	Beaumont, Tex.	5-AL-B-437	None provided	(3)	$54,702.45	$80,000.00	3	*33,149.59*	53,600	July 19, 1932
KGA	Spokane, Wash.	5-AL-B-533	do.	(3)	26,446.00	26,446.00	3	*36,166.97*	(4)	Aug. 25, 1933
KGO	San Francisco, Calif.	5-AB-186	Cancelable on 1 year's notice.	(3)	(3)	(3)	(3)	.....	(4 5)	Mar. 26, 1930
KJR	Seattle, Wash.	5-AL-B-497	None provided	(3)	(3)	(3)	3	*51,461.37*	(4)	Feb. 21, 1933
KOA	Denver, Colo.	5-AB-187	Cancelable on 1 year's notice.	(3)	(3)	(3)	(3)	.....	(4 5)	Mar. 26, 1930
KPO	San Francisco, Calif.	5-AL-B-415	None provided	(3)	(3)	(3)	(3)	.....	[3] 1	June 10, 1932
WAPI	Birmingham, Ala.	3-AL-B-440	do.	(3)	86,500.00	40,250.00	3	199.94	9,300	Aug. 1, 1932
WASH	Grand Rapids, Mich.	2-AL-B-398	do. [6]	(3)	(3)	(3)	(3)	.....	6,760	Dec. 21, 1931
WBNO	New Orleans, La.	3-AL-B-312	Yes	(3)	(3)	(3)	(3)	.....	1,200	Feb. 17, 1931
WDAE	Tampa, Fla.	5-AL-B-552	None provided	(3)	14,200.00	(3)	3	308.96	1	Mar. 2, 1934
WFBG	Altoona, Pa.	2-AL-B-464	Yes	(3)	24,069.00	115,609.00	3	942.02	(8)	Nov. 9, 1932
WHBY	Green Bay, Wis.	4-AL-B-466	do.	$34,687.96	33,323.72	29,291.26	(3)	.....	1,200	Do.
WMAL	Washington, D. C.	1-AL-B-494	None provided	55,757.61	55,757.61	37,599.32	3	*4,857.49*	36,000	Feb. 28, 1933
WMBI	Chicago, Ill.	4-AB-23	Yes	(3)	(3)	(3)	(3)	.....	1	Nov. 26, 1928
WOOD	Grand Rapids, Mich.	2-AB-322	None provided [6]	(3)	(3)	(3)	(3)	.....	15,000	Mar. 24, 1931
WTAM	Cleveland, Ohio.	2-AL-B-288	do.	(3)	(3)	(3)	(3)	.....	(3)	Oct. 17, 1930

[1] Rules at that time did not call for this information; subsequent rules require this information.
[2] All granted without hearing except 5-AL-B-415(KPO) and 1-AL-B-494(WMAL), which were granted after hearing.
[3] Not furnished.
[4] No monetary consideration.
[5] Although these leases provide as stated as to monetary consideration, advertising services and announcements are involved.
[6] Continues indefinitely.
[7] Kunsky-Trendle Broadcasting Corporation now King-Trendle Broadcasting Corporation.
[8] Leases have been continued by extensions of original agreement.
[9] Net loss

(Continued on page 80)

Applications for Consent Under Sec. 310 for Assignment of Licensee Corporation, Granted by FCC July 11, 1934 to June 30, 1935

Station	Location	File No.	Licensee corporation	Transferor	Transferee	Original cost of fixed assets
KWKH	Shreveport, La.	B3-TC-13	International Broadcasting Corporation	Sam D. Hunter	Times Publishing Co., Ltd.	$82,200.00
[4] WBAL	Baltimore, Md.	B1-TC-2	The WBAL Broadcasting Co.	Consolidated Gas, Electric Light & Power Co. of Baltimore.	American Radio News Corporation	(2)
[3 4] WHBU	Anderson, Ind.	B4-TC-4	Anderson Broadcasting Corporation	Citizens Bank	Leo M. Kennett	(2)
[4] WIOD	Miami, Fla.	B3-TC-1	Isle of Dreams Broadcasting Corporation	Jesse H. Jay	Metropolis Publishing Co.	(2)
[4] WJBY	Gadsden, Ala.	B3-TC-10	Gadsden Broadcasting Co., Inc.	Mr. and Mrs. Morel Montgomery	Bascom Hopson and Mrs. Kate T. Hopson	8,059.50
WKBB	E. Dubuque, Ill.	B4-TC-8	Sanders Bros. Radio Station	R. W. Hoffman	Walter E. Klaner	19,300.00
WMMN	Fairmont, W. Va.	B2-TC-9	A. M. Rowe, Inc.	A. M. Rowe, Inc.	West Virginia Broadcasting Corporation	22,976.57
WPHR	Petersburg, Va.	B2-TC-3	WLBG, Inc.	WLBG, Inc.	J. Sanford Edge	19,228.17
[2] WTBO	Cumberland, Md.	B1-TC-6	Associated Broadcasting Corporation	Herbert Lee Blye	Roger W. Clipp and Frank V. Becker	16,314.03
WTFI	Athens, Ga.	B3-TC-6a	Liberty Broadcasting Co.	R. R. Seales, Jr.; R. A. Forrest; Mrs. R. A. Forrest; E. Kelly Barnes; The Liberty Life Insurance Co.; and M. M. Erwin.	Norman K. Winston	31,327.65

Station	Location	File No.	Replacement cost of fixed assets	Common stock transferred (shares)	Percent of total stock issued	Claimed value of stock transferred, including physical and intangible values	Station earnings: Period (months)	Station earnings: Net profit or loss	Consideration paid	Date granted by Commission [1]
KWKH	Shreveport, La.	B3-TC-13	$109,000.00	1,000	100	$63,000.00	3	$4,507.02	$60,000	May 28, 1935
[4] WBAL	Baltimore, Md.	B1-TC-2	146,006.02	50	100	85,000.00	3	2,636.42	452,500	Jan. 8, 1935
[3 4] WHBU	Anderson, Ind.	B4-TC-4	(2)	1,000	100	(2)		(3)	21,000	Jan. 29, 1935
[4] WIOD	Miami, Fla.	B3-TC-1	(3)	50	100	(3)		(3)	250,000	Jan. 8, 1935
[4] WJBY	Gadsden, Ala.	B3-TC-10	9,104.50	26	51	5,600.00		(3)	1,500	June 4, 1935
WKBB	E. Dubuque, Ill.	B4-TC-8	15,350.00	130	56	12,000.00	3	126.35	24,500	May 21, 1935
WMMN	Fairmont, W. Va.	B2-TC-9	21,438.07	600	100	16,052.67	3	1,410.48	25,000	Mar. 5, 1935
WPHR	Petersburg, Va.	B2-TC-3	15,942.00	265	56	9,618.82	1	568.35	4,505	Apr. 2, 1935
[2] WTBO	Cumberland, Md.	B1-TC-6	16,071.05	149	60	17,206.00		(3)	10,660.00	Feb. 26, 1935
WTFI	Athens, Ga.	B3-TC-6a	21,562.65	250	100	20,082.80	3	572.60	20,000.00	June 4, 1935

[1] All granted without hearing.
[2] Not furnished.
Italic figures indicate loss.
[3] Sale of WHBU ordered by Department of Financial Institutions of State of Indiana upon liquidation of Citizens' Bank, transferor.
[4] The rule of the Commission at that time did not call for the information not furnished.

Supplementary information relative to assignment applications where leasing of station property only is involved

Station	Location	File number	Lessor	Lessee	Period that lease is operative	Annual rental of equipment	Option to renew	Period covered by option, if exercised	Rental per year if option to renew is exercised
[1] WKBV	Richmond, Ind.	B4-AL-3	William O. Knox	Knox Radio Corporation	From Aug. 24, 1934 to Aug. 24, 2033	(2)	None	None	
WSGN	Birmingham, Ala.	B3-AL-33	R. B. Broyles, trading as Broyles Furniture Co.	Ormond O. Black and Mary C. Black	From Mar. 5, 1935 to Mar. 5, 1940	$3,600	None	None	

[1] $16,000 in stock was given for a 99-year lease of the station.

Applications for Consent Under Sec. 310 for Assignment of Licenses Granted by FCC July 11, 1934 to June 30, 1935

Station	Location	File no.	Assignor	Assignee	Original cost, fixed assets [1]	Replacement cost of fixed assets	Total claimed value of physical and intangible assets	Station earnings: Period (months)	Station earnings: Net profit or loss	Consideration paid	Date granted by commission [1]
KFEQ	St. Joseph, Mo.	B4-AL-52	Scroggin & Co. Bank	KFEQ, Inc.	$52,939.26	$56,479.31	$40,116.23	3	$64.53	$40,000.00	June 4, 1935
KOHI	Little Rock, Ark.	B3-AL-18	Loyd Judd Co.	Arkansas Broadcasting Co.	(2)	7,619.45	5,802.61	3	289.43	10,000.00	Dec. 11, 1934
KGNC	Amarillo, Tex.	B3-AL-45	E. B. Gish (Gish Radio Service)	Plains Radio Broadcasting Co.	16,561.83	29,176.53	25,674.43	3	349.58	40,000.00	Apr. 30, 1935
KIEM	Eureka, Calif.	5-AL-B-576	Harold H. Hanseth	Redwood Broadcasting Co., Inc.	(2)	18,403.04	18,403.04	3	1,337.34	[4] 27,000.00	Aug. 14, 1934
KOTN	Pine Bluff, Ark.	B3-AL-36	Wm. F. Chaplin	Universal Broadcasting Corporation	(2)	5,841.00	4,932.90	3	185.08	2,750.00	Mar. 26, 1935
WATR	Waterbury, Conn.	B1-AL-5	Harold Thomas	WATR, Inc.	(2)	15,814.16	12,459.99	3	1,450.73	[4] 12,459.99	Oct. 2, 1934
WCLO	Janesville, Wis.	B4-AL-10	WCLO Radio Corporation	Gazette Printing Co., Inc.	42,776.54	41,099.07	34,254.08	3	3,668.11	[4] 34,254.08	Oct. 23, 1934
WCOL	Columbus, Ohio	B2-AL-7	The Columbus Broadcasting Corporation	WCOL, Inc.	(2)	8,120.00	3,328.00	3	1,040.00	27,500.00	Sept. 11, 1934
WFIL	Philadelphia, Pa.	B2-AL-24	Lit Broadcasting Co.	WFIL Broadcasting Co.	(2)	77,020.40	60,094.24	3	11,529.03	[4] 60,094.24	Jan. 8, 1935
WFIL	do	B2-AL-25	WFI Broadcasting Co.	do							
WHIO	Erie, Pa.	B2-AL-11	Broadcasters of Pennsylvania, Inc.	Miami Valley Broadcasting Corporation	(2)	82,500.00	81,132.78	3	462.88	85,000.00	Nov. 6, 1934
WIBG	Elkins Park, Pa.	B2-AL-15	WIBG, Inc.	Seaboard Radio Broadcasting Corporation	10,950.00	8,975.00	7,117.50	3	163.39	5,000.00	May 7, 1935
[5] WEBV	Richmond, Ind.	B4-AL-3	Wm. O. Knox	Knox Radio Corporation (lease only)	(2)	16,980.00	16,595.00	3	496.25	16,000.00	Aug. 28, 1934
WLAC	Nashville, Tenn.	B3-AL-37	Life & Casualty Ins. Co. of Tennessee	WLAC, Inc.	105,670.80	94,000.00	80,000.00	3	6,595.30	75,000.00	Mar. 5, 1935
WMBQ	Brooklyn, N. Y.	B1-AL-45	Paul J. Gollhofer	Metropolitan Broadcasting Corporation	(2)	9,827.20	7,900.00	3	1,234.25	[4] 7,900.00	May 7, 1935
WMC	Memphis, Tenn.	B3-AL-17	WMC, Inc.	Memphis Commercial Appeal, Inc.	(2)	66,917.61	48,233.06	3	5,025.24	[4] 48,233.06	Dec. 11, 1934
[3] WOC	Davenport, Iowa	4-AL-B-547	Red Oak Radio Corporation	The Palmer School of Chiropractic	(2)	13,140.00	7,070.00	12	195.75	[4] 16,500.00	Sept. 25, 1934
[6] WPG	Atlantic City, N. J.	B1-AL-53	WPG Broadcasting Corporation	The city of Atlantic City	(2)	180,650.00	155,595.00	3	2,212.68	None	June 25, 1935
[7] WREN	Lawrence, Kans.	B4-AL-4	Jenny Wren Co.	WREN Broadcasting Co.	85,538.22	(2)	53,336.92	3	2,632.53	1.00	Feb. 19, 1935
[7] WREN	do	B4-AP-4	do	do	85,538.22	(2)	53,336.92		2,632.53	1.00	June 18, 1935
[8] WSGN	Birmingham, Ala.	B3-AL-33	R. B. Broyles, trading as Broyles Furniture Co.	Ormond O. Black & Mary C. Black (lease only)	(2)	10,833.65	7,706.65	3	1,606.31	[9] 300.00	Mar. 5, 1935
WSMK	Dayton, Ohio	B2-AL-14	Stanley M. Krohn, Jr.	WSMK, Inc.	(2)	50,745.00	52,396.49	3	2,899.43	[4] 52,396.49	Oct. 30, 1934
WSVA	Harrisonburg, Va.	B2-AP-5	Marion K. Gilliam	Shenandoah Valley Broadcasting Corporation	19,000.00	19,000.00	19,000.00		None	[4] 20,000.00	May 14, 1935
WTRC	Elkhart, Ind.	B4-AL-1	The Truth Publishing Co.	Truth Radio Corporation	10,110.00	10,110.00	9,235.20	3	466.81	[4] 12,000.00	Aug. 7, 1934
[7] WTRC	do	B4-AL-41	Truth Radio Corporation	The Truth Publishing Co.	(2)	(2)	(2)	(2)	(2)	(2)	Apr. 16, 1935

[1] Where original cost of fixed assets is not furnished applicant was unable to furnish same or the rule of the Commission at that time did not call for this information; subsequent rules required this information.
[2] All granted without hearing except WOC (4-AL-B-547) which was granted after hearing.
[3] Not furnished.
[4] In stock.
[5] See supplementary statement attached regarding leases.
[6] No consideration given: license re-transferred to the city of Atlantic City upon expiration of lease June 30, 1935.
[7] Detailed information not furnished; transaction involving a parent-subsidiary relation only.
[8] Per month.
Italic figures indicate loss.

Supplementary Information Relative to Assignment Applications Where Leasing of Station Property Only Is Involved

Station	Location	File number	Lessor	Lessee	Period that lease is operative	Annual rental of equipment	Option to renew	Period covered by option, if exercised	Rental, per year, if option to renew is exercised
KIDW	Lamar, Colo.	B5-AL-83	Lamar Broadcasting Co.	The Southwest Broadcasting Co.	From Apr. 7, 1936, to Apr. 6, 1937.	$1,200	Yes	From Apr. 7, 1937, to Apr. 6, 1938, only.	$1,500
WEEI	Boston, Mass.	B1-AL-112	Edison Electric Illuminating Co. of Boston	WEEI Broadcasting Co. (now Columbia Broadcasting System, Inc.).	From Aug. 16, 1936, to Apr. 1, 1943.	219,000	None		
WSGN	Birmingham, Ala.	B3-AL-85	R. B. Broyles doing business as R. B. Broyles Furniture Co.	Birmingham News Co.	From June 1, 1936, to Feb. 28, 1946.	6,000	Yes	From Mar. 1, 1946, to Feb. 29, 1956, only.	12,000

Applications for Consent Under Sec. 310 to Transfer Control of Licensee Corporations, Granted by FCC July 1, 1935 to Dec. 8, 1936

Station	Location	File no.	Licensee corporation	Transferor	Transferee	Original cost, fixed assets
KCKN	Kansas City, Kans.	B4-TC- 7	WLBF Broadcasting Co.	Herbert Hollister	Arthur Capper	$12,000.00
KFNF	Shenandoah, Iowa	B4-TC-37	KFNF, Inc.	Henry Field Co.	Henry Field	61,000.00
KFPY	Spokane, Wash.	B5-TC-52	Symons Broadcasting Co.	Symons Investment Co.	T. W. Symons, Jr.	26,000.00
KFRU	Columbia, Mo.	B4-TC-24	KFRU, Inc.	Nelson R. Darragh	Luther L. Hill	29,349.09
KFRU	do.	B4-TC-63	do.	Luther L. Hill	Star-Times Publishing Co.	29,349.09
KGFG	Oklahoma City, Okla.	B3-TC-25	Oklahoma Broadcasting Co., Inc.	Present stockholders	Hale V. Davis	12,729.90
KGFG	do.	B3-TC-40	do.	Hale V. Davis	Harold V. Hough	15,143.18
KGKO	Wichita Falls, Tex.	B3-TC-23	Wichita Falls Broadcasting Co.	Present stockholders	Amon G. Carter	27,412.13
KIRO	Seattle, Wash.	B5-TC-19	Queen City Broadcasting Co.	Charles M. Tomlensen Holding Corporation.	Saul H. Haas	(?)
KLZ	Denver, Colo.	B5-TC-18	The Reynolds Radio Co., Inc.	Naomi F. Bengston	E. K. Gaylord and Inez K. Gaylord	95,194.15
KNOW	Austin, Tex.	B3-TC-47	KUT Broadcasting Co.	Southwest Broadcasting Co.	Hearst Radio, Inc.	10,142.38
KNX	Los Angeles, Calif.	B5-TC-54	Western Broadcast Co.	Present stockholders	Columbia Broadcasting System, Inc.	177,192.15
WCAX	Burlington, Vt.	B1-TC-56	Burlington Daily News, Inc.	Bertha Jackson	Mary Jackson Forbes	10,816.29
WCBD	Waukegan, Ill.	B4-TC-42	WCBD, Inc.	Present stockholders	L. E. Moulds, W. F. Moss, Gene D. Dyer, E. M. Ringwald.	35,600.00
WCHV	Charlottesville, Va.	B2-TC-58	Community Broadcasting Corporation.	W. B. Brown	Present stockholders	20,318.00
WCOA	Pensacola, Fla.	B3-TC-21	Pensacola Broadcasting Co.	Present stockholders	The News Journal Co.	38,900.00
WDBJ	Roanoke, Va.	B2-TC-57	Times-World Corporation	J. B. Fishburn	Various members of family of J. B. Fishburn.	
WDNC	Durham, N. C.	B5-TC-59	Durham Radio Corporation	Present stockholders	Durham-Herald Co.	17,272.88
WEST	Lancaster, Pa.	B2-TC-12	Associated Broadcasters, Inc.	Steinman Hardware Co.	Mason-Dixon Radio Group, Inc.	19,000.00
WGCM	Mississippi City, Miss.	B3-TC-20	WGCM, Inc.	Grace J. Stewart	Sam Gates	6,718.22
WHDL	Olean, N. Y.	B1-TC-30	Olean Broadcasting Co., Inc.	Present stockholders	Olean Times Herald Corporation	$7,320.84
WHK	Cleveland, Ohio	B2-TC-27	Radio Air Service Corporation	Plain Dealer Publishing Co.	U. B. Co.	383,628.88
WHOM	Jersey City, N. J.	B1-TC-38	New Jersey Broadcasting Corporation.	Harry F. O'Melia & O'Melia Outdoor Advertising Co.	Paul F. Herron and Joseph Lang	119,294.92
WJAY	Cleveland, Ohio	B2-TC-28	Cleveland Radio Broadcasting Corporation.	Monroe F. Rubin and Ruth Rubin	U. B. Co.	(?)
WLAP	Lexington, Ky.	B2-TC-64	American Broadcasting Corporation of Kentucky.	T. C. Rush	J. Lindsay Nunn	20,303.37
WMBH	Joplin, Mo.	B4-TC-49	Joplin Broadcasting Co.	W. M. Robertson and W. H. Spurgeon.	Joplin Globe Publishing Co.	14,000.00
WNBR	Memphis, Tenn.	B3-TC-44	Memphis Broadcasting Co.	Present stockholders	Memphis Commercial Appeal, Inc.	42,139.90
WOC	Davenport, Iowa	B4-TC-71	Tri-City Broadcasting Co.	Palmer School of Chiropractic	B. J. and D. D. Palmer	16,230.13
WOV	New York, N. Y.	B1-TC-68	International Broadcasting Corporation.	John, Giustina B., and Marianina C. Iraci.	Ardie Bulova	90,321.09
WOWO	Fort Wayne, Ind.	B4-TC-43	The Main Auto Supply Co.	Present stockholders	Westinghouse Electric & Manufacturing Co.	245,781.83
WRDW	Augusta, Ga.	B3-YC-61	Augusta Broadcasting Co.	do.	Arthur Lucas, W. K. Jenkins, and Frank J. Miller.	20,000.00

Station	Location	File no.	Replacement cost of fixed assets	Stock transferred (common)	Percentage of total stock issued	Claimed value of stock transferred including physical and intangible values	Period	Station earnings (net profit)	Consideration paid	Date granted by Commission
					Percent		*Months*			
KCKN	Kansas City, Kans.	B4-TC-7	$13,000.00	100	100	$15,000.00	12	$2,207.87	$18,900.00	Nov. 12, 1935
KFNF	Shenandoah, Iowa	B4-TC-37	53,793.30	250	42	25,000.00	1	326.00	37,500.00	Jan. 14, 1936
KFPY	Spokane, Wash.	B5-TC-52	26,000.00	164⅔	65⅔	29,000.00	6	17,926.50	10,193.09	July 22, 1936
KFRU	Columbia, Mo.	B4-TC-24	29,349.09	350	100	23,349.94	6	94.08	60,000.00	Sept. 24, 1935
KFRU	do.	B4-TC-63	20,549.94	350	100	30,000.00	5	[1] 1,168.50	91,277.36	June 20, 1936
KGFG	Oklahoma City, Okla.	B3-TC-25	12,000.00	133⅓	66⅔	12,000.00	15	[1] 1,600.00	6,000.00	Jan. 28, 1936
KGFG	do.	B3-TC-40	15,157.53	133⅓	66⅔	7,610.00	6	1,076.01	22,250.00	Sept. 29, 1936
KGKO	Wichita Falls, Tex.	B3-YC-23	17,412.13	350	100	90,000.00	6	3,602.58	105,000.00	Sept. 24, 1935
KIRO	Seattle, Wash.	B5-TC-19	25,000.00	975	38	10,000.00	5	1,158.00	12,000.00	July 30, 1935
KLZ	Denver, Colo.	B5-TC-18	58,100.00	23,400	52	45,000.00	6	24,160.18	104,000.00	Do.
KNOW	Austin, Tex.	B3-TC-47	10,096.50	10,000	100	49,000.00	6	1,100.00	45,000.00	May 4, 1936
KNX	Los Angeles, Calif.	B5-TC-54	217,237.85	1,500	100	236,520.21	12	107,933.70	1,250,000.00	July 17, 1936
WCAX	Burlington, Vt.	B1-TC-56	15,000.00	109	49	13,000.00	6	72.00	(?)	July 17, 1936
WCBD	Waukegan, Ill.	B4-TC-42	30,000.00	100	100	4,700.00	6	[5] 2,200.86	10,000.00	Sept. 22, 1936
WCHV	Charlottesville, Va.	B2-TC-58	18,565.50	1,125	28	4,300.00	6	[1] 346.77	4,500.00	Do.
WCOA	Pensacola, Fla.	B3-TC-21	25,500.00	200	200	24,000.00	6	[1] 1,036.66	37,500.00	Sept. 10, 1935
WDBJ	Roanoke, Va.	B2-TC-57		400	16				(?)	June 20, 1936
WDNC	Durham, N. C.	B5-TC-59	14,706.78	684	100	8,000.00	6	4,929.97	13,260.00	Do.
WEST	Lancaster, Pa.	B2-TC-12	19,000.00	3,500	70	8,925.00	3	[1] 661.78	22,500.00	Oct. 22, 1935
WGCM	Mississippi City, Miss.	B3-TC-20	(?)	280	100	7,000.00			[6] 9,200.00	Dec. 17, 1935
WHDL	Olean, N. Y.	B1-TC-30	7,320.84	123	33⅓	7,000.00	9	7,666.00	12,300.00	June 20, 1936
WHK	Cleveland, Ohio	B2-TC-27	363,980.80	1,000	100		6	[1] 6,000.00	(?)	May 28, 1936
WHOM	Jersey City, N. J.	B1-TC-38	119,294.92	1,875	75	80,000.00	6	[1] 5,400.00	92,750.00	May 21, 1936
							6	11,000.00		
WJAY	Cleveland, Ohio	B2-TC-28	27,560.30	666⅔	66⅔	16,000.00	6	50.00	(?)	May 28, 1936
WLAP	Lexington, Ky.	B2-TC-64	18,056.13	256	51	9,700.00	12	2,114.86	14,080.00	July 2, 1936
WMBH	Joplin, Mo.	B4-TC-49	13,000.00	90	42	14,000.00	6	5,220.58	30,000.00	Do.
WNBR	Memphis, Tenn.	B3-TC-44	32,370.81	224	100	12,000.00	6	[1] 400.95	50,000.00	Do.
WOC	Davenport, Iowa	B4-TC-71	16,210.13	100	100	16,000.00	6	3,960.50	10,000.00	Nov. 10, 1936
WOV	New York, N. Y.	B1-TC-68	85,000.00	766	100	170,000.00	6	22,201.34	239,005.73	Nov. 24, 1936
WOWO	Fort Wayne, Ind.	B4-TC-43	243,000.83	800	100	157,000.00	12	13,216.75	290,000.00	July 2, 1936
WRDW	Augusta, Ga.	B3-YC-61	18,153.90	80	100	28,000.00	6	5,063.55	25,000.00	Do.

[1] Red figures. [2] Not known. [3] Not shown. [4] In stock. [5] Consolidation. [6] Merger. [7] Gift. Stock in substance.

Station Sales Data

(*Continued from page 78*)

translations of the programs from the State Department after which it concluded that the programs were not obscene. He added, in reply to the Massachusetts member, that the station license was renewed and that afterward the station was sold [by John Iraci to Arde Bulova, New York watch manufacturer and broadcaster]. Mr. Wigglesworth then asked whether the price paid for the transfer was "perhaps double the value of the physical assets of the station" and Judge Sykes responded that roughly speaking it was.

In addressing the House Feb. 1, Mr. Wigglesworth said testimony given to the committee at the hearings "indicates that today we are in sight of a virtual monopoly of the air by the big broadcasting companies of this country, with all the possibilities, for capitalizing that monopoly into earnings and profits to the detriment of the American people with which we are all familiar in other fields.

"I further submit that the record clearly indicates in the absence of further explanation, that the FCC has failed to exercise the regulatory functions contemplated in this connection by the Federal Communications Act."

Attacking particularly the FCC actions on assignments of licenses, Mr. Wigglesworth said that the Act was intended to eliminate the evils of monopoly as well as those "inherent in trafficking in Federal licenses." He charged the record indicates that under the policies pursued by the FCC "virtual monopoly is at hand, the renewal of licenses has become largely perfunctory and the transfer of licenses has been approved upon terms which, in the absence of further explanation, appear to be without justification."

He charged that NBC, CBS and Mutual "have acquired so many broadcasting stations and licenses that today it appears that to all intents and purposes they control all of the 40 clear channel frequencies as well as other highly desirable frequencies and stations."

Then the Congressman recited cases of sales approved by the FCC, quoting the replacement value of stations and the actual consideration paid. In one case the replacement value was $217,000 and the consideration $1,250,000, he said. In another, the replacement value was $14,000 and the consideration $65,000. In a third the replacement $65,000 and the consideration $110,000, another the replacement $17,000 and the consideration $105,000.

Discussing leases of stations by networks, he recited a case of a replacement value of less than $500,000 leased for an annual rental of $219,000 for a period of eight years.

"In the absence of further explanation", he said, "it is difficult to believe that transfers approved by the Commission have been in the public interest and within the terms of the Communications Act."

He charged further that the testimony of those appearing before the Committee "clearly indicates either complete ignorance of the facts which should have been within their knowledge or a desire to withhold these facts from your Committee."

"Here is an industry whose very existence depends upon the grant of a government franchise for which it pays nothing. Here are conditions imposed by Congress upon the granting of franchises with a view to eliminating the evils of monopoly and the trafficking in licenses, yet, because of the policy pursued by the Broadcast Division of the Communications Commission, we find, upon the record the existence of a virtual monopoly and what seems to be unjustified trafficking in licenses to detriment of the American people."

Texas Names Crocker

Mr. Crocker

STEPPING from program director of the public address system of the Texas Centennial Exposition in 1936, James Crocker takes over the management and directing of the Greater Texas and Pan American Exposition's radio and public address system. The show opens June 12 but Crocker is now installed and perfecting his organization. He came to Dallas from WOAI, San Antonio, and has been connected with KTSA, San Antonio, and KWKH, Shreveport. The Greater Texas and Pan American Exposition runs through from June 12 to Oct. 31. Frank L. McNeny, Dallas realtor, is director general of the show.

College Stations

CONSTRUCTION of two 50,000-watt broadcast stations to be operated by the University of California at Berkeley and at Los Angeles is proposed in a bill pending before the state legislature of California. Appropriating $500,000 for the project, the bill provides that the operation of the stations would be under the supervision of the college. No provision, however, is made for procurement of frequencies for the projected stations. Past state efforts of this character have been nullified by the repeated court decisions holding radio to be an instrumentality of interstate commerce subject only to the jurisdiction of the Federal government.

WPAR, WKBB JOIN CBS AS AFFILIATES

ALMOST coincident with the approval by the FCC of the transfer of WPAR, Parkersburg, W. Va., to the Exponent Co., of Clarksburg, W. Va., CBS announced affiliation of the station which began Feb. 13. John A. Kennedy, West Virginia publisher and broadcaster, heads the Exponent Co., and also heads WCHS, Charleston, and the new WBLK, Clarksburg, expected to begin operation in March. Mr. Kennedy earlier this month signed WCHS for CBS [BROADCASTING, Feb. 1].

Simultaneously, CBS announced that WKBB, Dubuque, Ia., has been signed as a supplementary outlet, as are the other stations, to begin March 1. It is owned by Sanders Bros., and operates on 1500 kc. with 100 watts. Rates for both WPAR and WKBB are set at $125 per hour. KOY, Phoenix, also was signed by CBS last month, with service expected by March 1.

Likelihood that WAPI, Birmingham, now operating half-time on 1140 kc. with 5,000 watts, but involved in efforts for full time operation, will join CBS about Aug. 1, also is reported. The station is owned by three Alabama universities, but is now operated under lease to B. H. Hopson. On Aug. 1, interests headed by Ed. Norton, Birmingham business man, and chief owner of WMBR, Jacksonville, Fla., take over the station under lease, at which time it is expected to shift from NBC supplementary to CBS.

Stations Change Hands

TRANSFERS of ownership of two broadcasting stations—WCOP, Boston, and WPAR, Parkersburg, W. Va.—were authorized by the FCC Broadcast Division Feb. 2. Controlling stock in WCOP was assigned to Arde Bulova, New York watchmaker and station operator, from the estate of the late Joseph M. Kirby. H. A. Lafount, former radio commissioner, holds a minority interest in the station. Control of WPAR was transferred by Harold McWhorter, Marion McDowell and Wayne Van Gilder to the Exponent Co., Clarksburg, publisher of the *Clarksburg Exponent*, headed by John A. Kennedy. The Kennedy interests also include WCHS, Charleston, W. Va., and the new WBLK, Clarksburg, the latter station expected to be constructed early in March.

Newsmen Prepare Association Plans

Rules of Eligibility Adopted; Chicago Group Organizes

JOHN VanCRONKHITE, radio news editor of WBBM, Chicago, and director of news for the CBS western division, has resigned effective March 1. He was recently elected president of the Association of Radio News Writers.

Mr. VanCronkhite has not divulged his future plans. He is a native of Georgia and entered radio in 1929 as commentator on WIS, Columbia, S. C. He has also served with WSB and WGST, Atlanta, International News Service, United Press and Transradio Press Service.

* * *

Organization Plans

AT A TWO-DAY meeting at the Hotel Roosevelt in New York City Jan. 29-30, founders of the news editors association set up a permanent organization. They declared the purpose was "to foster development and progress in the new art of radio news writing," and reiterated that they had no intention of forming a guild or in any way concerning themselves with working conditions, hours or wages.

Chief discussion was on eligibility and finally resulted in a statement that membership is open to "employes of broadcasters, newspapers, press associations, advertising agencies and advertisers who are actually engaged in the writing of news for the microphone."

Definitely ineligible are press agents, gossip columnists and radio commentators who neither write nor edit the copy they broadcast. It was said that more than 100 applications for membership have been received. Mr. VanCronkhite declared that local ARNW chapters will be formed as rapidly as possible.

Nearly 30 eligible radio news writers attended the first meeting of the Chicago chapter at the Morrison Hotel Feb. 5.

Mr. VanCronkhite was elected temporary chairman of the Chicago group and a committee of three consisting of Al Hollander, WJJD; Julian Bentley, WLS; and Truman Bradley, WBBM, was chosen to make up a nominating slate of officers from which would be elected a permanent set of officers. The committee will also decide on a time and place for all future meetings and attend to all the other details necessary for the smooth functioning of the newly-organized group.

BECAUSE the groan-and-grunt sport caused so much turmoil and thumping reverberations into the microphones of WISN, Milwaukee, engineers of that station have devised a padded base used at the ringside during wrestling bouts.

DOUBLE RESULTS

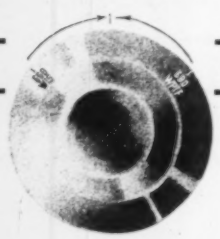
FOR ONE LOW RATE

When you have a good product, selling at a fair price and can get good results over 1 good station at 1 rate — what could you do with it on 2 good stations at 1 low rate? *Double results!* Right!

2 STATIONS — 2 STATES — 1 LOW RATE

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS
NBC



WPTF
RALEIGH, N. C.
5000 WATTS
NBC

Represented by Free Johns & Field

WMIN
BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost
Saint Paul Minneapolis
WMIN
St. Paul, Minnesota

1000 WATTS
VT. N.H.
WNBX
SPRINGFIELD, VT.

U. S. Action Asked In Mexican Dispute

Anti-prohibition Group Files Charges Against XERA

PURSUING ITS attack upon "bootleg" stations across the Mexican border serving American listeners, the National Institute of Manufacturers & Distributors Inc., an organization of industrialists opposed to prohibition, on Feb. 1 filed with the State Department a request that action be taken in connection with such stations.

The complaint followed a similar charge that organized "drys" in this country are "illegally" using XERA, at Villa Acuna, Mexico, filed with the FCC last month. The second letter was signed by Curtis D. Cecil, secretary of the Institute, and referred specifically to XERA, which, he said, is operated by Dr. John R. Brinkley, former Milford, Kans., broadcaster. Dr. Brinkley in a letter to BROADCASTING, published in the Feb. 1 issue, denied that he owned or operates any station in Mexico.

This and other "bootleg" border stations, Mr. Cecil held, are being used "to disseminate political propaganda to citizens of the United States, and for unfair, if not illicit, competition with loyal and taxpaying business and professional enterprises in this country."

Charges Interference

URGING that no permits to cross the border and use these "bootleg" stations be given to residents of the United States, Mr. Cecil cited XERA and added:

"This 'bootleg' radio station (XERA), by license from the Mexican Government, sends virtually continuous broadcasts into our country, with tremendous power and utter disregard of interference with United States stations, of programs which have been specifically outlawed or would not be tolerated for issuance within this country. The owners, operators and sponsors of this 'bootleg' radio station maintain headquarters at Del Rio, Tex., use the U. S. Post Office there as the medium for their financial operations, and direct their appeals for mail-order patrons entirely to citizens of the United States. And they are enabled to operate, we are informed by announcements in broadcasts emanating from Station XERA, by the use of 'passports' which they infer are issued to them by the United States Department of State.

"We have reference perticularly to statements made by the 'Rev.' Sam Morris, of Del Rio, Texas, self-styled 'Voice of Temperance', who broadcasts thrice daily from Villa Acuna, Mexico, appeals for financial support for his purported campaign to restore prohibition in the United States. He gives his hearers to understand that his broadcasts are sanctioned by the U. S. Department of State by declaring that he 'carries a passport to cross the border to and from Del Rio and Villa Acuna, Mexico,' to broadcast his program."

Among other residents of the United States declared by Mr. Cecil to be using the facilities of XERA were Miss Ethel Hubler, of Los Angeles, editor and publisher of *The National Voice*, a dry publication, and "an astrologer, a patent medicine concern, and purported real estate organization."

Banks Like Their Programs

(*Continued from page 18*)

understanding of banking and the services rendered by all banks. If this can be accomplished, and we believe that it can, we have no doubt that the indirect benefit itself will be well worth the cost of the venture."

Commercial Merchants National Bank & Trust Co., Peoria, Ill.: "We are well pleased with the reaction so far; it seems to be provoking considerable interest all over the country."

Favorable Response

FIRST National Bank & Trust Co., Minneapolis: "We have had letters from a substantial number of bankers in our territory heartily commending the undertaking and particularly our declaring our intention to make the promotional work general and not specific."

Second National Bank, Houston: "The response from our radio audience was immediate, and of a friendly and generally complimentary character."

Lincoln National Bank & Trust Co., Fort Wayne, Ind.: "Public appears appreciative; business messages by commentators received with much interest by businessmen; it is our opinion that some new business is being obtained from these programs and occasionally currency deposits are being made which bear the earmarks of having been hoarded; we have not definitely decided that radio programs are a permanent advertising feature with this bank; however, for the time being we believe such programs are justified."

Liberty National Bank & Trust Co., Louisville: "Majority of the comments we have heard on our program have been most complimentary."

Ohio Citizens Trust Co., Toledo: "Many friends have expressed the thought that we have exercised vision and generosity in favoring Toledo with this splendid entertainment."

National City Bank of Cleveland: "We conducted a telephone survey the night of the first broadcast and found that a goodly number of people were listening to our program. The few reports which we have had have all been of a complimentary nature."

Criticism received by banks from listeners suggested the program was too short; presented too late for old people; music is good but commercials radical; remarks of speakers too long; too short; some listeners imagine program is backed by the "money interests"; musical selections too classical.

Father Coughlin Resumes Michigan Network Series

INDICATING further that he intends to carry on his radio activities on as extensive a scale as ever, Father Charles E. Coughlin, Detroit radio priest, on Feb. 7 resumed his *Children's Hour*, a sustaining, over all eight stations of the Michigan Network, Sundays, 4 to 5 p. m. The programs are similar to those the priest conducted up to about three years ago over WXYZ, Detroit, which keys the new program from the Shrine of the Little Flower at Royal Oak.

The presentation opens with a 15-minute organ recital followed by a question and discussion period conducted by Father Coughlin with the children. This sustaining is in addition to the two Sunday hookups, one of 18 stations at 3 to 4 p. m. (EST) and one of 24 stations at 8 to 8:30 p. m. (EST), over which Father Coughlin on Jan. 24 began a 52-week sponsored series placed through Albert M. Rose Inc., New York agency [BROADCASTING, Feb. 1].

Playwright Joins Ramsey

FREDERICK HERENDEEN, well-known writer for stage and radio has been appointed radio director of the Chicago office of L. W. Ramsey Co. Mr. Herendeen began his theatrical career by writing lyrics for musical comedy and soon graduated to writing complete plays. His latest success was *All the King's Horses*, which ran six months in New York. In radio, Mr. Herendeen was first associated with WLS, Chicago, where he wrote the All State programs and continuities for the *WLS Jesters*. His most recent radio program was *A Song a Day*, written in collaboration with Dav Stamper, composer.

WNOX

Represents
The Most
Powerful Influence
In Building Sales
In The Rich

WNOX-KNOXVILLE
MARKET
KNOXVILLE, TENN.

Sell it to Cohen

Thru—

WLTH Jewish Radio Station

There's
SELLING POWER
in
Jewish Radio programs

The sure approach to a quarter of a million Yiddish speaking families who reside in New York.

For the modern entree to the Jewish Market, call Orchard 4-1203.

SAMUEL GELLARD
WLTH, 105 2nd Ave., N. Y. C.
Roesler and Howard, National Rep.

Rain Comes In The Spring . .

And so do many other things...your seasonal product for instance.

Rain or shine, millions in the Pittsburgh area will be buying the items and products that go with the season.

The best way we know of assuring yourself Spring time on Pittsburgh's Most Popular Station is to apply now.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives · HEARST RADIO
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS

Congress Tackles Newspaper-Radio Issue

Wheeler Launches Study of Joint Ownership

(*Continued from page 11*)

will be late in the session, as a means of forestalling a number of other industry investigations championed by individual members of Congress.

Since the first pronouncement by Senator Wheeler [BROADCASTING, Dec. 1, 1936] of his announced intention of invading the subject of newspaper ownership and network control of stations, there have been many repercussions, it was learned. A half-dozen members of the House, aside from Rep. Wearin, have offered to collaborate in legislation.

A rather significant development has been the quiet but strong support of numerous newspaper publishers (evidently those not owning stations and suffering radio competition) of proposals for restrictive legislation. This was taken to indicate that there might be a revival of the old American Newspaper Publishers Association fight against radio—a fight that blew up two years ago because of the substantial number of newspapers which have become identified with broadcasting.

Newspapers in 194 Stations

THE FCC report to Senator Wheeler lists 149 stations either operating or authorized for construction which it classifies as "owned or controlled by newspaper interests." The 1937 BROADCASTING Yearbook, however, shows that up to Jan. 15, 1937, 194 stations were in operation or authorized for construction in which newspaper interests have direct or indirect ownership, control or minority interest. The FCC report shows that 52 stations were acquired by newspapers, either through purchase or transfers of ownership, or by construction permit during the calendar year 1936. As of Jan. 11, 1937, according to the FCC report to Senator Wheeler, 102 applications were pending from newspaper interests seeking radio stations. Also, there were pending seven applications for voluntary assignments of existing stations to newspaper interests pending.

As of Jan. 1, 1937, there were 689 stations in the country in operation or authorized for construction, of which seven construction permits are involved in litigation or rehearings before they can go on the air. Of the 57 new stations authorized for construction by the FCC during 1936, approximately 20 have newspaper backing of one sort or another. Of the 10 new stations authorized by the FCC during the first six weeks of 1937 (between Jan. 1 and Feb. 15) 5 were grants to newspaper interests [BROADCASTING, Jan. 1 and 15, Feb. 1 and 15].

The Gary Memorandum

IN A 14-page, single spaced memorandum, General Counsel Gary answered the two basic questions posed by Senator Wheeler. Responding to the first, that of whether the FCC has authority now to deny newspaper applications as "against public policy", Mr. Gary asserted that the specific standard or guide provided in the Communications Act is not public policy but "public interest, convenience or necessity". Thus, he said, it must be determined at the outset whether there is a difference between the two and he concluded there was.

[Senator Wheeler said Feb. 13 that his original intention was to base the question on *public interest*, rather than *public policy*, but that due to a secretarial oversight this error was made.]

After citing legal precedent to show the difference between *public policy* and *public interest*, the general counsel said that since Congress has delegated to the Commission the power to determine whether a grant of an application in any case will serve the *public interest* this is the only standard it can apply, and that the inquiry is limited to whether "such standard furnishes authority to deny applications from newspapers". He added that "we do not mean to infer from the above that the Commission, in applying the standard of 'public interest, convenience or necessity' to a given set of facts, may not consider as a factor that the applicant before it owns or controls a newspaper."

Commission Hasn't Authority

MR. GARY said it should be observed that the application of the public interest standard by the Commission is subject to judicial review under the law. Upon appeal from decisions of the Commission, he added, the court examines the decision for the purpose of determining whether the Commission has stayed within the power delegated and whether its decision is arbitrary or capricious.

He summed up with this paragraph:

"In my opinion, therefore, the Commission does not have the authority, under the existing law and in the absence of an expression of public policy on the subject by the Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that the granting of such an application would be against public policy. It is clear, however, that the Commission has the duty of examining the facts in each particular case to determine whether the granting of an application will serve 'public interest, convenience or necessity'. One fact among others to be considered by the Commission, is the business connections of the applicant, newspaper or other, and in my opinion the Commission has the power to refuse a license to a newspaper owner if upon all the facts before it in a given case the Commission is unable to find that the granting of such an application would serve public interest, convenience, or necessity."

Freedom of the Press

INVADING the second question as to whether legislation could be passed denying the right of newspapers to obtain licenses in the future and requiring present licensees to divest themselves of existing rights within a reasonable time, the general counsel did not flatly answer the question but concluded, after citing numerous legal precedents, that such legislation "should meet the constitutional requirements."

"It is well settled", he stated, "that all radio broadcasting is within the regulatory power of Congress under the commerce clause of the Constitution and the power to regulate includes the power to prohibit."

Pointing out that it should be determined first whether there exist any constitutional limitations upon the power of Congress to regulate interstate and foreign commerce, Mr. Gary said it would appear that if such limitations exist they may be found in the First and Fifth Amendments to the Constitution dealing with freedom of speech or of the press and due process, respectively.

"It is submitted that legislation such as that proposed would constitute no abridgment of freedom of speech or of the press," said the opinion, "since ownership or control of a radio broadcast station is not essential to the right to speak or the dissemination of news, and the owning or controling of a broadcast station as a business has nothing to do with the freedom of speech or of the press as such, because the newspaper would still have the same right to communicate by printing or broadcasting, which is enjoyed by any other person or class."

Moreover, the general counsel held that freedom of the press is not abridged by a reasonable regulation of commerce promulgated by Congress under constitutional authority for the protection of all the people, including the press.

Inasmuch as the granting of a license to operate a broadcast station does not give the licensee any vested property right, as was decided in the now famous WIBO case by the Supreme Court and as is provided under Sections 304 and 309 (b) of the Communications Act and since broadcast licenses must be renewed every six months, Mr. Gary said, the right to hold or acquire property does not appear to be involved in the proposed Wheeler bill.

"For the same reasons, the constitutional question presented in considering the power of Congress to deny newspapers the right to acquire broadcast stations in the future is not different from that presented as to its power to require them to divest themselves of control of such stations within a reasonable time."

Due Process Protection

DISCUSSING the present limitations on such legislation which would arise out of the Fifth Amendment, the opinion stated that the protection of a person or class of persons to equality under the law exists under that amendment and is clearly indicated in a long line of decisions. These decisions, he said, indicate that classification is a necessary adjunct to the power to regulate.

"Since the proposed legislation would be a regulation of interstate commerce and since it would discriminate against a class, the precise question involved is whether the power of Congress to make such a regulation is limited by the due process clause," he declared.

"It would appear well settled that Congress, in the exercise of its power to regulate interstate commerce, may interfere indirectly with private rights which otherwise might be protected by the due process clause."

Discussing this question further, the general counsel held that the criterion which must be ap-

(*Continued on page 86*)

Wearin Bill to Bar Newspaper Ownership . . .

FOLLOWING is the text of the bill (HR-3892), introduced Jan. 28 by Rep. Otha D. Wearin (D-Iowa), proposing a prohibition against "unified and monopolistic control of broadcasting facilities and printed publications", now pending before the House Interstate & Foreign Commerce Committee. A separate bill, proposing a similar prohibition, but along different lines, will be introduced in the Senate by Chairman Wheeler (D-Mont.) of the Interstate Commerce Committee, with subcommittee hearings likely at this session:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Act of Congress designated by the statutory title "Communications Act of 1934", approved June 19, 1934, be, and the same is hereby, amended by adding thereto a new section to immediately follow section 314 of said Act, said new section to be as follows:

"SEC. 314. (a) It is hereby declared to be against public interest to permit the creation or the continuance of monopolies in the distribution of general information, news, and editorial comment thereon, through any combination resulting in unified control of newspapers, magazines, or other printed publications, with radio broadcasting, and after the effective date of this Act it shall be unlawful for any licensee, to any extent, directly or indirectly, in its own person or through an agent, holding corporation, affiliated corporation, subsidiary corporation, by stock ownership in a corporation, or otherwise, (1) to be owned, partially owned, managed, or controlled by any person who owns, partially owns, manages, controls, directs, or publishes any newspaper, magazine, or other printed publication circulated or distributed to any extent within the area or zone served by the broadcasting station allotted to such licensee; or (2) to own, partially own, manage, control, direct, or publish any newspaper, magazine, or other printed publication circulated or distributed to any extent within the area or zone allotted to such licensee: *Provided*, That the foregoing provisions of this section shall not apply to and shall not be enforced against any person now holding a license under this Act until the termination of the term of his existing license but shall apply and be enforced against such present licensee immediately upon termination, and without any extension, of the existing term of such license."

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Eaton Mfg. Co., Cleveland (auto heaters)
Williamson Candy Co., Chicago
Chilean Nitrate Education Bureau, New York (nitrate of soda)
Clear Again Inc., Chicago (cold remedy)
Hostetter Corp., New York (Hostetter's Bitters)
Dr. Frank McCoy, Los Angeles (health foods)
Skinner Mfg. Co., Philadelphia (Raisin-Bran)
Crosse & Blackwell, Baltimore (canned foods)
Duncan Coffee Co., Houston
Sun-Rayed Co., Frankfort, Ind. (tomato juice)
Kimball Piano Co., Chicago
Swift & Co., Chicago (Sunbrite Cleanser)
Refrig. & Air-Cond. Inst., Chicago (school)
Mandel Bros., Chicago (department stores)

MacGREGOR & SOLLIE Inc., Hollywood transcription producers, have started cutting 156 quarter hour episodes of *Talking Drums of Africa*, dramatic serial written by Jack Lewis, well-known southern California free lance writer. John Fee is producing the series. Transcription concern has completed a series of 13 quarter hour *Talks on Americanism* for Elks Lodge, No. 99, B. P. O. E., Los Angeles, which are being placed on 50 stations nationally.

RADIO programs division of the Walter Biddick Co., Los Angeles, has started to transcribe the third of its series of dramatized commercials for the bread business and the second series for both the men's and the women's credit clothing business.

WARD REFRIGERATOR MFG Co., Los Angeles, early in February started to produce a third series of 26 five-minute transcriptions at Associated Cinema for placement on various stations.

SAMARITAN TREATMENT, Los Angeles, on Feb. 1 started its first transcription campaign through the Allied Advertising Agencies, Inc., Los Angeles, with one-minute dramatized commercials made at Associated Cinema Studios, Hollywood. They will be used on stations in the Southwest.

RADIO RECORDERS Inc., Hollywood, on Feb. 5 announced opening of new quarters at 932 N. Western Ave.

McINTOSH MacDONALD, formerly commercial manager of CJCA, Edmonton, has taken over management of the third branch office of Grow & Pitcher Agencies, Calgary, which has been opened at 1117 St. Catherine St., Montreal. The agency represents transcription services in Canada.

LANG-WORTH Feature Programs Inc., New York, announces the addition of WDAS, Philadelphia, WMIN, St. Paul, and WQDM, St. Albans, Vt., to subscribers to its program library srevice.

DON LEE Broadcasting System, Los Angeles, for its four owned stations, KHJ, KFRC, KDB and KGB, on April 1 starts taking the complete library service of the World Broadcasting System.

BOB CUNNINGHAM, program director of KOIL, Omaha, has started his second term as instructor of the radio course at the Municipal University of Omaha. He taught the class which started in September, and this met with such hearty approval that the course was offered again in the new semester. The class meets two hours each Wednesday evening in the KOIL studios.

J. M. HAYES, previously a field district manager for the Radio Transcription Co. of America, Hollywood, in the Midwest for several years, returned Feb. 2 to become manager of the Chicago office. He had more recently been with Associated Music Publishers, Inc., New York. Miss Esther Donnan, temporarily in charge of the Chicago area, remains as Mr. Hayes chief aide. Ben Crose, western district manager, left Feb. 1 for a six-weeks tour in the Northwest. G. Y. Clement, a director, left Feb. 5 to return to Philadelphia by way of Florida. Miss Beulah Lane, formerly a bookkeeper with the John D. Rockefeller, Jr. personal organization in New York, on Feb. 1 became chief bookkeeper for Transco. Miss Kay Ruler, who formerly held that post, became secretary for the production department.

Aylesworth's New Post

(Continued from page 12)

holdings to Lehman Bros. and the Atlas Corp. An option is still outstanding for the purchase of the remaining half, which is expected to be consummated, with RCA thus leaving the motion picture business entirely.

"I think the constructive work that I could do in this connection," Mr. Aylesworth told BROADCASTING, "has been accomplished, with RCA getting its money back and well into the field of studio and theatre sound equipment, which was the original reason why the company became interested in RKO, and with RKO now in strong hands financially with a plan of reorganization which I am sure will be approved. When I came with RKO in 1932, there was a loss of $14,000,000, and this year, still in receivership, the profit runs between $3,000,000 and $4,000,000."

Mr. Aylesworth's direct relationship with NBC was severed last August when he resigned as vice-chairman, an advisory post for which he was paid a nominal salary of $10,000 a year. He had resigned as president on Jan. 1, 1936, when Lenox R. Lohr was appointed to succeed him. During the three years that he served jointly with NBC and RKO, it is understood he drew only his NBC salary of $50,000, reduced during the pay-cut period to $45,000, and was not paid by RKO.

In associating with Scripps-Howard, Mr. Aylesworth asserted that "the ambition to enter the publishing field is one that, like many other business men, I have long entertained. For years many of my closest personal friendships and associations have been with the men with whom I am now allying myself." These men include Mr. Scripps, Mr. Howard, William W. Hawkins, George B. Parker, William G. Chandler, John H. Sorrells and Paul Patterson.

Mr. Sarnoff Comments

DAVID SARNOFF, RCA president, commented to the *New York Times* as follows upon being apprised of Mr. Aylesworth's resignation from RKO:

"Mr. Aylesworth had advised me some time ago of his wish to be relieved of his duties with RKO when a plan for reorganization of that company had been developed and submitted. That step having been taken, Mr. Aylesworth informed me of the invitation extended to him by the Scripps-Howard newspapers to join their organization.

"During the past ten years Mr. Aylesworth has made significant contributions to the field of radio broadcasting which he ably served during its pioneering period. He has also served the motion pictures and theatre field with distinction.

"I congratulate Mr. Aylesworth on his new association and congratulate the Scripps-Howard organization on their selection of a man who brings to his new position great experience and untiring energy."

Owen Young's Tribute

Owen D. Young, chairman of the board of General Electric Co., who as one of the founders of NBC selected Mr. Aylesworth as its first president, paid tribute to him as follows:

"When the National Broadcasting Co. was organized our greatest problem was to find a man for president who was suited to that new and difficult undertaking. It was truly a pioneer job. No one in the world knew what to do to make the new art of radio effective. No one knew how to do it and there were no precedents. It was Mr. Aylesworth's ingenuity and adaptability amounting in fact to positive genius which blazed the new trail of broadcasting in this country and set the pace which others have followed.

"I can think of no training better to qualify one for participation in the general management of a great newspaper organization than Mr. Aylesworth's successful experience in the new and difficult art of broadcasting."

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

NEW! Paul Godley Survey
—with important market facts
—now ready for you. Request copy from our representatives:
SEARS & AYER
New York Chicago

MR. ADVERTISER!
DON'T OVERLOOK
THIS PROSPEROUS MARKET
THE SAN FRANCISCO BAY AREA

The San Francisco Bay Area—comprising 9 prosperous counties—has a population of 1,898,092 people. Over 420,000 radio equipped homes.
The purchasing power of these 1,898,092 people is the equivalent of 2,998,087 "average" Americans. The retail purchasing power of the San Francisco Bay Area amounted to 989 million dollars; the trade at wholesale to more than 2 billion, 31 million dollars according to the U. S. Census of Distribution. The Industrial output of 768 million dollars was reported in the Census for the San Francisco-Bay.

LET KYA — TELL YOUR STORY IN THIS RICH — PROSPEROUS MARKET

KYA
The Voice of the San Francisco Examiner
A MEMBER OF THE CALIFORNIA RADIO SYSTEM
National Representative: HEARST RADIO
NEW YORK . CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS

WJJD
has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CAN NOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION in CHICAGO!
201 N. WELLS ST., CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE., N.Y.C.

Newspaper Radio Issue in Congress

(*Continued from page 84*)

plied is whether the legislative action has a reasonable relation to a purpose which is within Congressional authority. He pointed out that the principle is enunciated in the case of Lewis Publishing Co. v. Morgan wherein the legality of certain conditions imposed by Congress on the eligibility to use the second class mails was attacked on the ground that it violated both the First and Fifth Amendments. The court held, he added, that Congress, by establishing "second class" postal matter was giving effect to a policy of favoring a widespread circulation of newspapers, periodicals, etc. "in the interest of dissemination of current intelligence".

From this case, he said, it may be seen that if the proposed legislation denying newspaper owners the right to own or control a broadcast station has a reasonable relationship to a purpose which Congress has the power under the Commerce clause to accomplish, then the incidental or indirect interference with personal liberty "is not repugnant to the First or Fifth Amendments."

"Furthermore, this test which the courts may apply as to whether there is a reasonable relationship between the purpose and the means used to accomplish it, must be clearly distinguished from the question as to the wisdom of the end sought to be accomplished, or the policy adopted by Congress, power over which is vested solely within the legislative branch of the Government."

Reasonableness of Policy

AFTER citing other cases in which this identical principle was held to be involved, the general counsel stated:

"It would appear from these cases that if Congress sees fit to declare a policy to be followed in the regulation of interstate commerce (broadcasting) and provides that in order to carry out that policy, no newspaper shall operate a broadcasting station, the Courts will not question the wisdom of the policy, but will consider such legislation *only* for the purpose of determining whether the prohibition has a reasonable relation to, or is a reasonable means of, accomplishing an end which is within the regulatory power of Congress.

"Factors which would militate against holding arbitrary or unreasonable the regulation of interstate commerce as herein proposed are the actual facts and usages attendant upon joint ownership and operation of a broadcast station and a newspaper."

Mr. Gary added that these factors should not be examined for the purpose of passing on the wisdom of the legislation but only to determine whether an unreasonable or arbitrary classification has been made. It is conceivable, he said, that situations might arise where the mutual control of a newspaper and a broadcast station would have no effect upon the operation of the station in the public welfare. "If this be true, would an act barring *every* newspaper from owning or operating a broadcast station exceed the end to be accomplished?"

Precedents Are Sighted

POINTING out that this question has arisen in other cases, involving restraint of trade, the opinion said that the Supreme Court consistently held that when Congress said "every" it laid down a policy which the Court could not question and the acts, so interpreted, have been held constitutional.

Referring to a Standard Oil case, the opinion said the Supreme Court established the well-known "rule of reason" which was applied in that and later cases. The different interpretation of the Anti-Trust Act, however, the memorandum added, appears to have been based upon what the Court considered to be the common law concept of the term "restraint of trade" as used in the act. While the interpretation placed upon the act in the Standard Oil case might be said to weaken former decisions as to the constitutionality of the act as originally construed, it would not "constitute a reversal of the former cases as to such constitutionality; but rendered a consideration of the question unnecessary."

Mr. Gary continued with his recitation of analogous legal opinions which he said touched upon the question raised by Senator Wheeler in the proposed legislation. He referred to the so-called "commodities clause" of the Interstate Commerce Act, which makes it unlawful for any railroad to transport from any state any article or commodity other than certain specified items which the railroad may own in whole or in part or in which it may have any interest.

This clause, he said, was held constitutional by the Supreme Court in two railway cases. In one of the cases, U. S. v. Delaware & Hudson Co., he said, the government sought to enjoin five railroads from shipping coal over their lines. Some of these corporations owned and worked mines and transported over their own lines in interstate commerce the coal so mined either for their own account or for the account of those who had acquired title to the coal prior to the beginning of the transportation.

The government contended that the act prohibited the carrying of any coal with which the line was formerly connected regardless of present ownership. One of the main defenses the company claimed, on the other hand, was that the act was unconstitutional because it deprived them of property without due process. The court pointed out that the broad interpretation contended for by the government would raise serious constitutional questions; that where an act is susceptible of two interpretations, one of which would be constitutional and the other not, the construction upholding the validity of the law should be applied; and, therefore, construed the act as applying only where there was an actual and a present connection between the company and the commodity.

Second Railway Case

IN THE second railroad case, U. S. and Delaware L. & W. Co., there was involved a question as to whether a shipment of hay to be used in feeding mules in mines owned by the defendant railroad was a violation of the Commodities Act. The railroad challenged the constitutionality of the Act and contended that the action was

502 Hours on the Air!

WHAT is believed to be a world record for continuous broadcasting by any station was established by WREC, Memphis, in remaining on the air constantly more than three weeks for its flood broadcasts. Starting when the crisis first became apparent Jan. 22, WREC up to 5 p. m. on Feb. 12 had been on the air continuously for 502 hours, and its manager, Hoyt Wooten, reported as BROADCASTING went to press that "we will continue until all danger in this territory is past." Mr. Wooten also reported WREC up to that time had raised more than $75,000 for the Red Cross.

Serving...

123,700 RADIO HOMES

480,126 LISTENERS

WROK

ROCKFORD, ILL.

1410 K. C. 500-1,000 WATTS

AGAIN!

first in Chicago

...FIRST In Percentage of Commercially Sponsored Programs

...FIRST In Number of Chicago Accounts

...FIRST In Number and Duration of Repeat Contracts and Steady Accounts

...FIRST In Results Per Dollar Spent

1000 AND 500 WATTS

WGES

—Under Personal Management of GENE T. DYER

These Stations Sell RESULTS!

WCBD 5000 WATTS CHICAGO

WSBC 100 WATTS CHICAGO

WEMP 100 WATTS MILWAUKEE

WEBC

Tells Your Story In

AMERICA'S SECOND PORT DULUTH & SUPERIOR

And on the IRON RANGE IT'S

WMFG HIBBING

WHLB VIRGINIA

WJBY Produces Results In Alabama's Second Industrial Market

WJBY Gadsden, Alabama

arbitrary, unreasonable and unnecessary and violated the Fifth Amendment. The court, however, held that the act did have a reasonable relationship to the regulation of interstate commerce, holding:

"But the courts are not concerned with the question as to whether, in a particular case, there had been any discrimination against shippers or harm to other dealers. The statute is general and applies not only to those particular instances in which the carrier did use its power to the prejudice of the shipper, but to all shipments which, however, innocent in themselves, come within the scope and probability of the evil to be prevented."

Analyzing these two decisions with relation to the Wheeler proposal, the opinion stated:

"In making an analogy between these two cases and the question under consideration, the Delaware & Hudson case might be advanced as authority for the contention that a statute denying the right of *all* newspapers to operate radio stations would be unconstitutional as applied to an extreme situation; for instance, in a case where the owner of a farmers' weekly in Minnesota applied for a license to operate a station in Washington, D. C.

"However, the above quoted language from the *Delaware L. & W.* case is authority for the conclusion that if there is a reasonable relationship between the prohibition of mutual control of radio facilities and newspapers, the courts would not be concerned with the question as to whether in a particular case such mutual ownership was actually detrimental to the operation of the station."

Analogous Instances

GENERAL COUNSEL Gary concluded his memorandum as follows:

While the above mentioned authorities relative to legislation similar to that contemplated serve to establish the criterion which would be applied in testing the validity of the proposed statute, it is submitted that they afford no basis for a positive conclusion as to its constitutionality.

Section 11 of the Panama Canal Act of August 24, 1912, 37 Stat. 560, made it unlawful for any railroad or other carrier to own, operate, etc. 'any common carrier by water operating through the Panama Canal or elsewhere with which such railroad or other carrier does or might compete for traffic or any vessel carrying freight or passengers on such water route or elsewhere with which such railroad or other carrier competes or might compete.' This act further provided that the Interstate Commerce Commission should determine the extent or possibility of competition. A date was specified on which all common ownership should cease, but it was also provided that the Commission should determine whether any 'such existing specified service' was being operated in the public interest, etc., and empowered it to grant extensions to those which were challenged to such consideration upon the merits of the individual case. The constitutionality of this legislation has not been successfully challenged to date. See *Lehigh Valley Railroad Co. v. U. S.* (Dist. Ct. E. Dist. Pa. May 12, 1916, 234 F. 682).

Legislation similar to the type contemplated herein is found in Sections 310 (a) and 311 of the Communications Act of 1934 wherein the Commission is directed to refuse to grant a license to an enumerated class of persons, among them being aliens, representatives of foreign governments, foreign corporations, etc., and also any person found guilty of unlawful monopoly, as defined therein.

The proposed legislation would impose a prohibition against a class, i.e., newspaper owners, and, in that respect, would be analogous to Sections 310 (a) of the present act which contains a similar prohibition against aliens.

Reasonable Regulation

SENATOR Wheeler inquires: "Whether, if the Commission has not such authority at the present time, legislation could be passed denying the right for all newspapers to acquire radio stations in the future and requiring all newspapers within a reasonable time to divest themselves of the ownership and control of such stations."

A careful review of the decisions of the Supreme Court with respect to existing legislation which appears to be analogous or similar to that here suggested and those decisions with respect to the regulation of interstate commerce by the Congress and matters bearing a reasonable relation thereto, impel me to a conclusion that the constitutionality of an act of Congress denying the right to all newspaper owners as such to obtain broadcast licenses in the future and requiring all newspapers to divest themselves of such ownership or control within a reasonable time, is not free from doubt, and, therefore, I think the inquiry does not permit of a categorical answer.

However, let me add, it is established that all radio broadcasting is interstate commerce; that, under the Constitution, the Congress has the power to regulate interstate and foreign commerce; that the criterion to be applied is whether the proposed legislation has a reasonable relation to a purpose which is within constitutional authority; and, that the power to regulate interstate and foreign commerce is limited only by the provisions of the Constitution itself.

I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bears a reasonable relation to and has an effect upon interstate commerce and, therefore, if the Congress enacted a law of the purport suggested, it should meet the constitutional requirements.

Sheaffer Enlarges List

W. A. SHEAFFER PEN Co., Fort Madison, Ia., will use more stations in its spring spot announcement schedule, beginning March 1, than in the fall campaign, according to Baggaley, Horton & Hoyt Inc., Chicago, which handles the account. The same type of announcements, consisting of brief commercial copy in conjunction with weather reports, will be continued.

Philco Television

(*Continued from page 16*)

"Therefore, to me, this demonstration is an indication of the tremendous possibilities contained in television, and carries it far beyond the realm of mere entertainment."

Pictures Quite Clear

IN GENERAL the pictures were clear, and as long as the camera was focused on the performer, his features and changes of expression were readily caught. But when the scope was widened to include the full side of the studio or when, in the movie sequences, a full stage was shown, the figures lost their identities as far as the audience was concerned. There was also a noticeable background variation, the picture darkening and lightening as if the lights in front of the scene were being moved back and then forward again. Albert F. Murray, Philco engineer in charge of television, was unable to explain this effect, stating that it was much worse than he had ever seen it in the laboratory and that the equipment was probably just feeling the effect of being out in public for the first time.

A periferal distortion was also distinctly noticeable in the wider views, due to the dome-shaped end of the receiving tube, which Murray explained is necessary to protect the tube against the outside air pressure. But these were only minor flaws, which it is not fair to emphasize in view of the tremendous improvement in the images as compared to those of only a few years ago.

Wonders Leaves CBS

RALPH J. WONDERS, for the last five years manager of Columbia Artists Bureau, on Feb. 11 tendered his resignation to Lawrence W. Lowman, CBS operations vice-president, effective Feb. 15. It is understood that Mr. Wonders has several offers under consideration, but has not decided which position he will finally take. Mr. Lowman will temporarily head the Artists Bureau pending the selection of a successor to Mr. Wonders. The CBS Artists Bureau has always operated as a part of the CBS operations department.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

★

WATL

offers you the greatest buying audience in

ATLANTA

at

LESS COST

You pay less to get the BEST Results!

Things to Remember

The only network station in the great central Texas cotton belt.

The new vertical radiator giving better coverage of a larger area.

The new RCA high fidelity transmitter giving clearer tone and more faithful reception.

CBS affiliation bringing national programs increases audience.

WACO

WACO, TEXAS

National Representative: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

and so are wages...

Anaconda Copper has increased the wages of its employes. The day employes have received an increase of 50¢ per day. All employes receiving less than $350 per month have received an increase of $12.50 per month. Wages are up--industry is going full blast. All this means extra dividends for your products--if you push them over KGIR. The only station that covers Western Montana consistently with a satisfactory signal.

NBC Red and Blue.

KGIR

BUTTE • MONTANA

Representatives

JOSEPH McGILLVRA
NEW YORK • CHICAGO

•

WALTER BIDDICK CO.
PACIFIC COAST

BULLETIN

The Copeland food and drug bill, (S-5) placing restrictions on the sale and advertising of foods, drugs and cosmetics, was reported favorably, Feb. 12 by the Senate Commerce Committee. Pressing for early enactment of the four-year-old legislation, Senator Copeland (D-N.Y.) proposes to bring the bill before the senate shortly.

[See earlier story in this issue].

Bell Group Stops Phone Interviews

CONFLICT with Southwestern Bell, A. T. & T. affiliate, over a telephone-interview program series, which resurrects the old plaint against the telephone company of purported excessive charges and for alleged discrimination in use of radio lines, was reported Feb. 12 by William H. West, manager of WTMV, East St. Louis.

WTMV, he informed BROADCASTING by telegraph, on Feb. 5 inaugurated *Telechats*, a 15-minute evening program, during which an announcer called random numbers from the phone book and inquired whether there was any objection to an interview, with the conversation being broadcast, including the calling of the numbers. The broadcast was described as akin to the "man-on-the-street" type. Reactions of both interviewed persons and listeners, Mr. West declared, were nearly always favorable.

"After our third broadcast," Mr. West wired, "Southwestern Bell notified WTMV in writing that they would immediately terminate telephone service if these broadcasts were repeated. We were advised verbally that they would not work out methods satisfactory to them for conducting such interviews and that broadcast circuits would have to be installed in advance as for regular remotes. The cost of this is prohibitive, of course.

"The broadcast has been temporarily discontinued until station liability is ascertained, but public interest demands continuance of the feature."

Mr. West reported that the program and name were originated by Woody Klose, WTMV program director, and are being copyrighted. He said WTMV used every precaution in ascertaining that no objectionable statements were made in the interviews.

CBS Increases 24.2%

JANUARY time sales by CBS, computed on a contract basis, amounted to $2,360,740, it was announced Feb. 11, the figure amounting to an increase of 24.2% over January of last year. NBC figures were not available as BROADCASTING went to press

HOLLYWOOD radio executives recently brought to the airways radio's newest character—the microphone understudy. To guard against sudden illness on the part of leading radio performers during the recent "flu" epidemic, an understudy was used in all emergencies on programs going transcontinental from the film capital.

WCFL Petitions For Clear Channel

Shifting of Four Stations Is Proposed as Plea Is Filed

A FORMAL petition seeking a full-time clear channel assignment for WCFL, Chicago Federation of Labor station, on its present channel of 970 kc., was filed with the FCC Feb. 12 by former Senator Clarence C. Dill, WCFL counsel. The petition proposed that this frequency be designated as a "class A" channel by the FCC in its projected new allocations, and that KJR, Seattle, operating on the wave with 5,000 watts, be removed.

A Class A channel, as described in the proposed allocations, is one on which one station operates full time with minimum power of 50,000 watts. WCFL now uses 5,000 watts [see page 40].

The petition proposes, in order to clear the 970 kc. channel for the labor station, that KDKA, Pittsburgh, be shifted from 980 to 990 kc., which it suggests then be made a Class A channel also. WBZ and WBZA, Boston and Springfield, respectively, would be shifted from synchronized operation on 990 to 980 kc., in lieu of KDKA, with that channel to be duplicated by placement of KJR on it. The petition requests that if the stations do not voluntarily agree to this shift, then their renewals be set for hearing.

KDKA, WBZ and WBZA are owned by Westinghouse, while KJR is owned by NBC but leased to Fisher's Blend Stations, also operating KOMO, Seattle. KJR, under the original allocations, was the dominant station on the 970 kc. clear channel, but WCFL was permitted to operate full time on it several years ago, resulting in the "break-down" of the wave as a clear channel.

The WCFL proposal is identical with that discussed in recent weeks as an alternative for the NBC-Westinghouse plan under which the 1020 kc. channel would have been assigned the station on a clear basis [BROADCASTING, Jan. 15, Feb. 1].

Two P & G Series

PROCTER & GAMBLE Co,, Cincinnati (Drene) on March 9 starts *Jimmy Fidler* and an unannounced beauty expert on a nationwide NBC-Red network of 50 stations, Tuesdays, 10:30-10:45 p. m., the period now occupied by Fidler under the sponsorship of Ludens, which goes off the air late this month. P & G has also signed *Life of Mary Marlin* on 31 NBC-Red stations, Mondays through Fridays, 12:15-12:30 p. m. for Ivory soap, starting March 29. International Cellucotton Products Co., Chicago (Kleenex) is currently sponsoring the program, but relinquishes time and talent March 26. Compton Adv. Inc., New York, has the Ivory account and H. W. Kastor & Sons Adv. Co. Inc., Chicago, has Drene.

CKLW, Detroit-Windsor, claimed a scoop Feb. 11 in the General Motors strike settlement by putting Gov. Murphy, John L. Lewis and W. S. Knudsen on the air a half-hour ahead of its rivals. The program, along with a second Knudsen speech, was fed to Mutual and also rebroadcast later by transcription.

STUDIO AND PROGRAM NOTES

WMCA, New York, and Inter-City will pay more attention to motion pictures, particularly to current films, according to announcement Feb. 5 by Donald Flamm, president of the organization. Martin Starr, movie commentator and critic for Inter-City, for some months has been doubling as theatre critic as well, filling the midnight spot occupied by Harry Hershfield while Hershfield filled a contract for Warner Brothers, on the Coast. When Hershfield returned to the midnight airwaves Feb. 8, Starr was relieved of the theatrical review coverage, permitting the movie reviewer to devote more time to motion pictures and his other work as one of the WMCA *Roving Reporters*.

EXPOSURE of activities of unscrupulous life insurance companies by WBNX, New York, over a period of two years led to introduction of a bill in the New York Legislature calling for an investigation of life insurance companies.

WGAR, Cleveland, will present a trophy to the winner of the Third Annual WGAR Senior High School Declamation Trophy Contest, which opens Feb. 18. Solomon Lame, 1935 contest winner, now attending Ohio State U, won a position on the WGAR announcing staff because of his performance that year. Better Speech Institute of America, NBC-Blue sponsor, will prepare the declamations this year. Semi-finals will be held April 1 and the finals April 7.

WTAQ, Green Bay, Wis., is dedicating a series of Musical Salute programs to sponsors and former sponsors who have used the station's facilities in advertising their products. Continuity contains pertinent facts about the sponsor's business and product. An executive of the company being honored with the salute program is invited to speak.

WGY, Schenectady, has started a series of eight informal discussions on topics of current interest under auspices of the International Relations Club of Union College. It is modeled after the University of Chicago round-table, and students prepare broadcasts without censorship and are free to argue among themselves or differ with faculty members.

WIP, Philadelphia, on Feb. 12 will air a full-hour program in commemoration of *Uncle WIP's* 5,000th broadcast. The program will originate in the auditorium of the Gimbel Store. Those scheduled to speak will be Ellis A. Gimbel; Arthur Kauffman, executive head of Gimbel Brothers; Benedict Gimbel Jr., WIP president; Boy and Girl Scout executives; public and parochial school representatives, etc. James Albert Willard Jr. is the present *Uncle* WIP, having taken over this position upon the death of Chris Graham several years ago.

USING discs recorded in Washington by Richard Wilson, *Des Moines Register & Tribune* correspondent, KSO, WMT and KMA present *Your Lawmakers* on Sunday afternoon. The talks are transcribed the preceding Friday. Frank Jaffe, *Register & Tribune* commentator, adds a summary of state legislative news.

A NEW commercial on WWSW, Pittsburgh, *Professor Yes 'n' No*, started Feb. 3. The professor asks the public questions about "this 'n' that" and the answers are "yes 'n' no." Sponsor is the Yellow Cab Co.

CBS is bringing international broadcasts into the *American School of the Air* series with a feature titled *A Folksong Journey 'Round Europe*. The programs will originate in Europe under supervision of Cesar Saerchinger, CBS European representative, according to Edward R. Murrow, CBS director of talks.

NEWS IN THEATRE
WEEI Announcer Makes Four Daily Appearances

SPOT NEWS four times daily is given from the stage of the Metropolitan Theatre, Boston, on weekdays by Neil Wallace and on Sundays by Lew Sargent, assistant news editor and announcer, respectively, of WEEI, Boston. This marks the first time in New England that a theatre has cooperated with radio in the dissemination of news for the benefit of theatre audiences. From the results of the first few days' trial it is probable that this innovation will be made a permanent feature at the Metropolitan.

The arrangement was conceived by Gene Foxx, publicity director of the theatre. With the backing of Manager Henry Taylor, they sought the cooperation of WEEI for the experiment. WEEI officials under the direction of General Manager Harold E. Fellows, agreed to cooperate and Wallace was assigned to the weekday broadcasts and Sargent on Sundays.

Each week the set is changed. The regular Metropolitan public address system announcer builds up the importance of news and introduces WEEI's news announcer. Wallace uses a Morse code ticker for "flashes". The pit orchestra plays a few bars of music instituting a fanfare. Overhead spotlights illuminate an aperture in the center of the scrim drop and Wallace appears as though sitting on top of a large revolving world with drifting clouds.

Operators License Bill Is Introduced in Senate

A BILL (S-1353), companion of the bill introduced in the House last month, was introduced Feb. 3 by Senator Walsh (D-Mass.) specifying that actual operation of station transmitters shall be by a licensed operator. The bill in text, is as follows:

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission: *Provided, however*, That the Commission may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below 30,000 kilocycles.

Radio Industry in 1935

THE radio manufacturing industry, reporting a substantial increase in production and employment over 1933, during 1935 employed 44,792 wage earners with a payroll of $42,910,316, according to the biennial census of manufactures for that year released Feb. 3 by the U. S. Bureau of the Census. The aggregate value at f.o.b. factory prices of radio apparatus, phonographs and related equipment made during 1935 amounted to $202,865,672, an increase of 70.1% over the 1933 figure. Of the 1935 total, $131,341,836 represented complete radio receiving sets. The detailed report is available upon request from the Census Bureau in Washington.

. . . we'll bet you can't even pronounce half of these places in the Spokane area

BUT

If the 750,000 people in this area aren't buying your products, you can sell them by using

KFPY

SPOKANE • WASHINGTON

KFPY, for years Spokane's most popular station, now from its new location, gives THE BEST COVERAGE in the Spokane area.

Representatives

JOSEPH McGILLVRA
NEW YORK • CHICAGO

•

WALTER BIDDICK CO.
PACIFIC COAST

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman

KFRO
"Voice of Longview" – TEXAS

"A" CUT CRYSTALS
(Approved by FCC)
With mounting $50.00
Hollister Crystal Co.
WICHITA, KANSAS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

IN HIGH SCHOOL
KTSA Directs Radio Course In San Antonio

TO BRING radio and education closer, Thomas Jefferson High School, San Antonio, will offer a class in radio dramatics, starting with the winter term. It will include the teaching of continuity writing and the technique of broadcasting. This is a direct result of the interest developed when the students of this school managed and operated the Hearst-owned KTSA Dec. 18 last.

Prior to this date, Thomas B. Portwood, director of Junior-Senior education of the Board of Education, and T. Guy Rogers, principal of the Thomas Jefferson High School, made arrangements with officials of KTSA to have the students take over the complete management of the station for a day, to help them acquire practical experience in the business of broadcasting.

This event excited so much favorable comment, not only from the press, but from Texas educators of the State of Texas, that it has been decided to include a course of radio writing and technique in the school curriculum, which will be under the supervision of Miss Ximena Wolf.

Proposed Auto Radio Ban In Idaho Draws Attacks

A UNITED attack upon a bill introduced in the Idaho Senate to prohibit automobile radio, except for police use, has been launched by the Radio Manufacturers Association and associated set organizations, it was announced Feb. 5 by Bond Geddes, executive vice-president and general manager. The measure would make it a misdemeanor "for any person while operating or for any person while riding in a motor vehicle upon the public highways of the state of Idaho, to connect or turn on a radio in such automobile and receive therefrom any sound, voice or music." A hearing before the House has been set Feb. 17, at RMA's request.

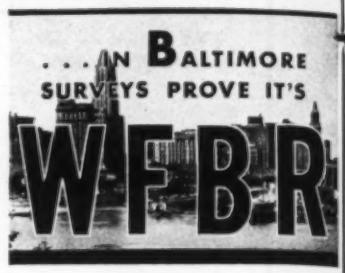
Cooperating in the assault upon the measure, are the NAB and through it the Idaho stations, the American Automobile Association, and other automotive groups. A similar effort in St. Louis two years ago, was defeated in committee. No such prohibition has been made in any state or city.

The Largest Independent Frequency Measuring Service in the Country

ACCVRACY

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.



CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Full time radio advertising salesman. Experienced. Proven monthly income $200.00 and up. Successful and growing station in city of 20,000. Complete references required. Box 632, BROADCASTING.

Wanted by advertising agency a contact man, capable selling radio advertising. Must have experience in sale of radio advertising and experience in handling of newspaper advertising. Prefer man from Philadelphia or New York territory to make his home in Philadelphia. Give details of experience and past connections. All letters treated strictly confidential. Address Box 630, BROADCASTING.

We have openings in various parts of the country for men that have been or are now connected with broadcasting stations as executives or in a commercial capacity. A real dignified opportunity to make big money without investment. For quick action tell us briefly something about yourself. All replies confidential. Box 24, Station A, New York City.

Situations Wanted

Transmitter operator; married; steady position with reliable firm; now or future. Experienced. Box 624, BROADCASTING.

Experienced operator; licensed five years; desires position in progressive station. References furnished. Box 629, BROADCASTING.

Operator, age 23; four years broadcast experience; one year network station. References furnished. Available February 20. Box 627, BROADCASTING.

Commercial Manager—8 years successful network and independent station experience. Desires connection with network affiliate. Box 631, BROADCASTING.

Desire connection with radio station. Salary secondary to chance for advancement. Journalistic degree, single, age 26. Three years' experience in advertising and publicity. Go anywhere. Box 628, BROADCASTING.

Wanted to Buy

Used 5 kw. transmitter or Final Amplifier. Must be completely AC operated. Box 626, BROADCASTING.

For Sale — Equipment

FOR SALE — AT BARGAIN

Two Milliken-Blaw-Knox bolted structural steel radio towers—Height 152 ft.—Base 15 ft. 6 inches square, tapering to 2 ft. square at top. Equipment includes two hand winches. Can be delivered approximately March 1st. WTAR, Norfolk, Va.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street New York City.

Stewart Criticizes WOL's New Grant

Dissents From FCC Action as Giving It Regional Status

SHARP criticism of the FCC Broadcast Division's action in granting WOL, Washington, a regional assignment in lieu of its present local facility, was expressed Feb. 4 by FCC Commissioner Stewart, chairman of the Telegraph Division, in one of the strongest dissenting opinions yet handed down in a broadcast case.

Dr. Stewart's dissent was from the action of the majority of the full FCC on the application of Continental Radio Co., Scripps-Howard Newspaper subsidiary, for a rehearing of the original WOL case. Dr. Stewart held the rehearing should have been granted.

The Broadcast Division granted the application of WOL to shift from 1310 kc. with 100 watts to 1230 kc. with 1,000 watts. The petition for rehearing was filed by Continental before the full FCC under provisions of the law.

Basis of Dissent

DR. STEWART contended that use of the requested frequency would be contrary to mileage separation tables set up by the FCC and that the service area of WOL would not be protected from interference by the existing stations on the frequency. As a consequence, he added, the service would be such as to cause dissatisfaction of listeners able to receive WOL at some times and not at others.

"That dissatisfaction can be expected to result in WOL seeking from the Commission some form of relief which might let the service be more constant for such listeners—relief from a situation which should not have been created in the first instance," he declared.

Asserting he felt this was not the proper use of a regional frequency, Dr. Stewart said that while similar uses have been authorized in a few cases, he believed that the "piecemeal" b r e a k i n g down of the standards of the service which regional stations render is not in the public interest. The criterion is service to the public, not sales of time, he stated.

Further, the Commissioner said that a station operating on a regional assignment with 1,000 watts power should give the service properly to be expected of a regional station "not a local service masquerading as a regional service in order to persuade advertisers who may consider power as the only factor which determined coverage." He added that if the area expected to be served by regional stations is to be modified so as to permit "such mongrel stations", he would prefer to see it done by a change in standards and not by exceptions to them. He said the station had not taken full technical advantage of its local assignment.

Finally, Dr. Stewart contended that the Broadcast Division was inconsistent in its action. One reason advanced by WOL for the improved assignment was that it was at a disadvantage as a local station with respect to obtaining programs of a national network. In the case of WIL, St. Louis, which was denied improved facilities, he said that the principal reason advanced by the Broadcast Division for the denial was that it planned to carry network programs and thus might not carry as many locals.

A Bank Cashes In

(*Continued from page 18*)

sheets and copy of the local announcements, mailed to KRNT, have been worked out in detail. The members of the staff of our local broadcasting station have informed us that their workng arrangements with the Wessel Company are entirely satisfactory and devoid of any misunderstanding or confusion.

We appreciate very much the cooperation of KRNT in helping us to merchandise this program. This station also has publicized our program through newspaper comments and pictures on the radio page, billboards and street car cards, and we realize that this excellent servicing of these broadcasts is of great benefit to us.

Opportune methods of tiein with radio, we believe, are wise and desirable. For example: A recent broadcast was on the subject of wills. A letter was sent to a number of Des Moines attorneys announcing the program, and also advising them that while the bank does no legal work of this nature, it would be very happy to cooperate with the attorneys through its trust department.

On another program, presented Christmas evening, the featured speaker was Dr. Harry Emerson Fosdick, pastor of the Riverside Church of New York Cty. Letters were sent by the bank to all pastors in Des Moines, calling special attention to the program. On Jan. 1, New Year's night, Tom K. Smith, president of the American Bankers Association, was guest speaker, offering another excellent direct mail tieup.

Well Satisfied

EIGHT of this series of programs in which the Bankers Trust Company participates have now been presented, and the bank is well satisfied with the results. The dignity and educational excellence of the program places it above the "send in your reply with a carton or facsimile" type of broadcast, and the class of listener to whom it makes its appeal is appreciative, but more inclined to think of the institution as a future banking connection, rather than sending in postcards and letters.

There has been considerable written and verbal response, however. The greatest reaction has been spontaneous — when friends of the officers have told them how much they liked the programs. Also, many customers of the bank have praised the broadcast as they were transacting their business at the tellers' cages, and others have asked for copies of the talks made by speakers thus far in the series.

There is no doubt but that the radio activities of the Bankers Trust Company are of material benefit not only to this institution but to banking in general, because topics pertaining to the soundness of banking principles are discussed during these broadcasts. We have publicized widely the fact that every bank within hearing distance of KRNT can also benefit, if it will call the attention of its customers to the program.

Muller on NBC-Blue

C. F. MULLER Co., Jersey City (macaroni) will return to the air Feb. 22 with a script program over seven NBC-Blue network stations (WJZ, WBZ-WBZA, WFIL, WSYR, WHAM, KDKA), Mondays, Wednesdays, Fridays, 10:45-11 a. m. Crosby Gaige, New York theatrical producer and food connoisseur, will be the master of ceremonies and will introduce the weekly guest stars. This is the first program to be aired for the client under its newly-appointed agency, Kenyon & Eckhardt Inc., New York, of which Tyler Davis is radio director.

Deal in Newport

S. GEORGE WEBB, employe of the Newport Electric Co., who for more than a year has held a construction permit to erect a new 250-watt daytime station on 1200 kc. in Newport, R. I., has applied to the FCC for authority to assign his CP to WNRI Inc., a newly formed corporation. Paul Oury, formerly manager of WPRO, Providence, and Howard Thornley, listed as an employe of WPRO, own 43¾% of the stock in the corporation each, Mr. Webb retaining 12½%.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

RESULTS!
The "Yardstick" that never grows old.
•
It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!
WSOC Charlotte, N. C. an NBC Affiliate

geared to produce distribution

Present national and regional advertisers on the "Missouri Triangle" have increased distribution and "over-the-counter" sales in the most thickly populated areas in Missouri. Your product, too, can and will gain and enjoy a wider popularity if you tell your story to the listening audiences in these three major Missouri markets.

Memphis
½ BILLION DOLLAR MARKET

17th. WHOLESALE MARKET OF THE U.S.

36th. CITY IN POPULATION

Memphis, as a Wholesale and Distributing center, is surpassing in importance Baltimore, Seattle, Milwaukee, Indianapolis and St. Paul; also New Orleans, Houston, Atlanta and Birmingham.

WREC LISTENER POPULARITY

Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

WREC 64.60%
WMC 32.57%
WNBR 1.99%
WHBQ ..... .84%

"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

5,000 WATTS POWER

WREC

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

C. F. MUELLER Co., Jersey City (macaroni) on Feb. 22 starts unannounced script program on 7 NBC-Blue stations (WJZ, WBZ-WBZA, WFIL, WSYR, WHAM, KDKA), Mon., thru Fri., 10:45-11 a. m. Agency: Kenyon & Eckhardt, N. Y.

GILMORE OIL Co., Los Angeles (petroleum products) on Feb. 20 starts *The Gilmore Circus* on 5 NBC-Pacific Red stations, Sat., 8-8:30 p. m. (PST). Agency: Raymond R. Morgan Co. Inc., Hollywood.

SUSSMAN WORMSER & Co., San Francisco (S & W food) on Feb. 15 starts *S & W Junior News* on NBC Pacific-Red network, Mon. & Fri., 5:45-6 p. m. (PST). Agency: Botsford, Constantine & Gardner Inc., San Francisco.

PROCTER & GAMBLE Co., Cincinnati (Drene) on March 9 starts *Jimmy Fidler* on 50 NBC-Red stations, Tues., 10:30-10:45 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on March 29 starts *Life of Mary Marlin* on 31 NBC-Red stations, Mon., thru Fri., 12:15-12:30 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Renewal Accounts

INTERNATIONAL SILVER Co., Meriden, Conn. (1847 Rogers Bros. silverware) on Jan. 17 renewed *Musical Camera* on 24 NBC-Red stations, Sun., 4:30-5 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

B. T. BABBITT Co., New York (Bab-O) on Feb. 22 renews *David Harum* on 21 NBC-Red stations, Mon. thru Fri., 11-11:15 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

MACFADDEN PUBLICATIONS Inc., New York (True Detective Mystery magazine) on March 9 renews *True Detective Mysteries* on 2 MBS stations (WLW, WOR), Tues., 9:30-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Confer on Hawaii

FRED J. HART, president and manager of KGMB, Honolulu, and KHBC, Hilo, accompanied by L. D. West, manager of the San Francisco offices of those stations, were in Southern California Feb. 9 and 10 to confer with Donald W. Thornburgh, CBS vice-president in charge of Pacific operation, and Lewis Allen Weiss, general manager of the Mutual-Don Lee Broadcasting System, on extension of network programs to the islands. KGMB and KHBC are affiliated with both networks.

"doing a Peach of a Job in Georgia"

1000 WATTS

WMAZ

MACON, GA.

BOWEY'S Inc., Chicago (Dari Rich) on March 8 renews *Adventures of Dari Dan* on 21 NBC-Red stations Mon., Wed., Fri., 5-5:15 p. m. with repeat at 5:45 p. m. Agency: Russell C. Comer Adv. Co., Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on March 5 renews *Tea Time at Morrells*, on 21 NBC-Red stations, 4-4:30 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

CALIFORNIA ASSOCIATION of Chain Stores, San Francisco (institutional), on April 4 renews for 39 weeks *California's Hour* on 7 NBC-Pacific Blue stations (KECA, KGO, KFSD, KFBK, KMJ, KWG, KERN), Sun., 7:15-8:15 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

HUMPHREY'S HOMEPATHIC MEDICINE Co., New York (remedies) on March 2 renews *Sweethearts of the Air* on 8 NBC-Blue stations, Tues., Thurs., 5:45-6 p. m. & Sun., 10:15-10:30 a. m. Agency: Biow Co. Inc., N. Y.

Network Changes

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream) on March 8 will shift the repeat broadcast of the *Vox Pop* program back to Monday nights, 12:30-1 a. m. *Studebaker Champions* switches from NBC-Red to Blue, Mon., 10-10:30 p. m.

More Salaries Divulged By Treasury Department

IN ITS supplementary report on 1935 salaries of $15,000 or over made to the House Ways and Means Committee, the Treasury Department disclosed that salaries of executives in Roche, Williams & Cunnyngham Inc., Chicago agency, were as follows: J. P. Roche, president, $64,000; Lloyd Maxwell, vice president, $29,855; G. C. Pierce, vice president, $26,000; J. M. Cleary, vice president, $42,000. The late Philip O. Palmer, president of the agency bearing his name, received $16,400 in salary during that year. [The list of salaries of radio and agency executives was published in full in the Jan. 15 issue of BROADCASTING].

It was disclosed also that Dr. Leon Levy, as head of the WCAU Broadcasting Co., received $26,000 in salary in 1935. Louis K. Sidney, director of WHN, New York, is listed as a director of stage presentations for Loew's Inc., for which he was paid $61,250 that year. The Treasury report covers only corporation salary and bonus payments, and does not cover dividends and other sources of income.

DON ABERT, assistant to Manager Walter J. Damm, WTMJ, Milwaukee, is on a six-week tour of radio stations and networks taking him throughout the West and South. He expects to return March 15.

PRESTO RECORDING Co., New York, has published a booklet describing how radio stations use instantaneous recordings to "make money, increase sales, promote operating efficiency."

STANDARD RADIO

Electrical Transcriptions for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

ABC NET SOUGHT BY RIVAL GROUPS

WITH two rival factions fighting for the control of the dormant Affiliated Broadcasting Co., the fate of the regional network was still undetermined as BROADCASTING went to press.

The Midwest Broadcasting Co. group, headed by Ruth Hanna McCormick Sims, of WROK, Rockford, was to have met Feb. 7 in Rockford but postponed the get-together until Feb. 14. The Sims-Rogers group (James W. Rogers is financial secretary to Mrs. Sims) holds 30-day options on the contracts signed by the stations with Affiliated. In all probability some agreement will be reached at the Rockford meeting whereby most of the old Affiliated members will continue on a cooperative basis. Three stations, however, will probably remain out of the fold. They are WEOA, Evansville, (Ind.) which recently became affiliated with NBC; WIL, St. Louis; and WOMT, Manitowac, Wisc. If the Rockford plan materializes there will be approximately 15 in the new set-up.

The Gygi-Quisenberry faction remained silent as to their future plans. There is some talk that Ormond O. Black of WSGN, Birmingham, who was recently in Chicago, discussed plans with this second faction to form a network extending from Chicago to Birmingham with the old Affiliated group forming the nucleus of the new chain, but this could not be verified.

A creditor's bill, asking that a receiver be appointed for Affiliated, was filed by the Reuben H. Donnelly Corp., Chicago. The Donnelly Corp.'s distributing division aided the network in securing distribution of several products in connection with proposed network campaigns for Princess Pat Ltd. and Carhart Overalls.

Food Discs in West

FOOD SPECIALISTS Corp., Los Angeles (Seasonettes), on Jan. 26 started for 13 weeks its first network series, using transcriptions on four California Radio System stations, (KEHE, KMJ, KYA, KFBK), Tuesday, 9:30-9:45 a. m. (PST). Program, titled *Fiesta Days*, originates at KEHE, Los Angeles, and features Spanish and Mexican orchestras with vocalists. Hanff-Metzger of Cal. Ltd., placed the account.

BASEBALL in Kansas City, 1937 EXCLUSIVE on KXBY KANSAS CITY, MO.

80% of local listeners will again follow baseball on KXBY—your "ready-made" summer audience. Survey proves it: "Best Buy" in Kansas City area.

UNITED PRESS NEWS also exclusive in Kansas City, Mo. 'RITE FOR RATES

The Sports Station of the Middle West

FULL TIME REGIONAL FIRST NATIONAL TELEVISION, Inc.

BIDS TO BE ASKED ON FEDERAL STUDIO

ALTHOUGH the new $13,000,000 south Interior Department building in Washington has been completed and turned over to Secretary Ickes by the contractor, the projected radio studio layout on its penthouse level remains to be completed and will be the subject of a separate contract, it was learned from authoritative sources by BROADCASTING. It is planned to spend about $100,000 on two radio studios, two offices, reception room and storage room for sound effects apparatus, etc.

Plans are still being drawn and specifications probably will not be issued by the Procurement Division, Treasury Department, in charge of all government building, until early in March when bids will be asked. It is planned to use the studios, embodying the latest design and embracing the most modern radio equipment, as a laboratory for the Federal Educational Radio Project, supported by WPA funds, and as the outlet for broadcasts by government officials via the local stations and networks. In charge of the studio plans is James A. Strong, radio manager of the U. S. Office of Education of the Interior Department, now assigned to the Educational Radio Project.

Non-Network Musicians Obtain Raise in Chicago

UNDER a one-year contract between non-network Chicago stations and the Chicago Federation of Musicians, which became effective Feb. 1, musicians will receive a $5 weekly increase in salary from all stations in Chicago except those affiliated with national networks. Full-time network stations (WENR, although only on part time, is included in this group because of direct NBC ownership) were not affected by the change as they had signed a two-year agreement in January, 1936, which does not expire until Jan. 15, 1938.

WLS pays musicians $95 a week under the terms of the new contract, music librarians $75 and assistant librarians $60. WCFL has a concession from the union because of its A. F. of L. affiliation, but must pay the same salaries to music librarians as WLS. Both WLS and WCFL must have ten musicians on their payroll in addition to the two librarians. The new scale for WJJD, WAAF, WSBC, WGES, WEDC, WCBD and WHFC calls for a $5 weekly increase per man with the stations paying varying amounts, assessed according to power, popularity and other factors determined by the union. The Chicago union, headed by James C. Petrillo, designates WBBM, WENR, WGN and WMAQ as "first class" stations, WLS (because it shares time with WENR) and WCFL as "second class" stations, and the rest as "third class". The first class stations are now paying $140 per week to musicians and must have a minimum of 15 on the payroll.

SOY BEAN PRODUCTS Co., Chicago (candy), will begin its test campaign on WTAM, Cleveland, on Feb. 17, using one-minute spot announcements Mondays through Fridays. It is the company's initial radio campaign. Wade Advertising Agency, Chicago, is the agency.

Text of Proposed Copyright Bill

FOLLOWING is the full text of the suggested bill sent to all members of Congress by Ed Craney, operator of KGIR, by which it is proposed to curb ASCAP and remedy the present copyright evil:

A bill to amend the Act entitled "An Act to Amend and Consolidate the Acts respecting Copyright", approved March 4, 1909, as amended, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That Section 6 of Act entitled "An Act to Amend and Consolidate the Acts respecting Copyright", approved March 4, 1909, as amended, is hereby amended by striking out the period (.) at the end thereof and inserting in lieu thereof the following: ". Provided that the application for registration, and the printed notices of copyright on the work shall specify under which version or versions of works copyright is claimed".

Sec. 2 (a) Section 25 of such Act is amended by adding after Subsection (b) the following new Subsection:

"(c) To pay to the copyright proprietor, in the case of an infringement by radio broadcasting, such damages as to the court shall appear to be just, provided, that the responsibility and liability for the use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with the station originating the performance, and provided further, that the responsibility and liability for the use of copyrighted material in electrical transcriptions and other forms of recordings made exclusively for broadcasting purposes shall rest solely with the maker of such electrical transcriptions and other forms of recordings and his agents for distribution thereof to broadcasters."

(b) Subsections (c), (d) and (e) of Section 25 of such Act are hereby amended to read Subsections (d), (e), and (f) respectively.

Sec. 3 Section 44 of such Act is hereby amended by striking out the period (.) at the end thereof and inserting in lieu thereof, the following: ", and such default shall be a defense against any legal proceeding brought by the assignee as a result of use made of the copyrighted material subsequent to the date of assignment".

Copyright Letter to Congress

(*Continued from page 12*)

be worked out far more satisfactorily if Congress will bring the copyright law up-to-date and thus make rules of fair play for us to follow. We independent broadcasters ask for no advantage over ASCAP, or any independent copyright owner. We ask only for fair treatment and the right to pay *only for music we actually play.* We have set down in the following letter addressed to Mr. Mills, head of ASCAP, our proposal. It is simple and easy to put into effect. We have asked Mr. Mills to give his sanction to the changes in the copyright act which will bring it up-to-date and let it include radio broadcasting. If Mr. Mills is sincere in his desire to work out a more friendly relation between broadcaster and copyright owner he will have no objection to the proposed amendments of the Copyright Act of 1909 as the suggested amendments would in no way reduce the amount of money members of his organization collects from the broadcasting industry. The change, however, would give security to broadcasting stations in providing a definite means of clearing music, and a more equitable method of payment which would certainly simplify methods of collection of fees by copyright owners. Here is the letter to Mr. Mills [signed by Mr. Craney under date of Feb. 7, 1937]:

Sets Forth a Plan

I WISH to thank you for your letter of the 27th in which you refer to a letter I addressed "To All Independent Stations". I note you have received more than one of these letters, so expect my judgment has been very bad in selecting as independent some of the stations I sent my letter to.

You ask for my suggestions which might bring about a more satisfactory relationship between independent stations and your organization. You ask if it would be my preference to deal with individual copyright owners for their individual rights. In the third paragraph of your letter you leave me free to suggest anything I believe will improve the relationship between musical copyright owners and broadcasting stations generally.

Now, once and for all, forgetting our old differences of opinion:

Forgetting that you have never given an independent group of broadcasters anything in the way of a contract which was satisfactory to them;

Forgetting the fact that you have always dealt with the networks generally and made your deal satisfactory to them with no regard for independent stations, which deal always forced independent broadcasters to accept your contracts;

Forgetting that you made a discriminatory deal with newspaper-owned stations because you were afraid of unfavorable publicity they might give your organization in their papers;

Forgetting the fact that you first assessed a tax on ALL broadcasting and, because we faced a political campaign and the politicians began to complain, you immediately decided that a political broadcast had nothing to do with copyright and could not be taxed by you, yet you kept your tax on all other programs even though they did not contain music, only because the program sponsor was an individual who packed a vote in Congress;

Forgetting that you have never tried to make the networks responsible for the numbers they perform but instead have made stations buy your license before they could carry network programs over which they could have no control of the musical compositions played and consequently were not and could not be the originator of the numbers produced;

Forgetting that we are forced to pay for all of your numbers, even though we can use but a small percentage of them each year;

Yes, Mr. Mills, forgetting all of the past, even the fault you find with some of us who have never kept a record of the music played on our stations since the day we opened them, or paid any attention to what we have played on them (and I, as well as you, can point to such broadcasters) I believe we can get down to a sensible discussion of our problem with a better relationship between us. I believe that you and I could sit down and solve the whole situation without the help of any new ideas than have already been aired many times, but I believe that we could do a much better job if Congress laid down a law that would be fair and equitable to both the author and composer who creates the music, and the broadcasting stations who are the users. If this is done, then we have some assurance of any agreement we might work out being of some value for some time to come. We would then have assurance of fair play which I believe is sorely needed.

You ask me for suggestions. Here is one and I only hope you will accept it in the same seriousness I give it to you. It is not particularly new, but it is coming to you from an operator of one of the small independent stations of the country, and it is in our behalf that most arguments against its adoption are usually put forth.

Clear Music at Its Source Only—Here is how it would work:

If a network or transcription company uses a number over one station it naturally shouldn't pay as much as if it makes that same number available to the public over a hundred or more stations.

If an individual station produces a program from its own studio or from a remote it operates then let it pay whatever the copyright owner of that particular number wants that particular class of station to pay for the number.

Such a system will allow you to collect your copyright fees in the main directly from comparatively few major users. These few will not necessarily be the actual eventual payers of the fees, because the fee will be passed along with their product. It may not cost me one cent less than I am now paying, it might even actually cost me more, but it will protect me from needless lawsuits, it will allow me to be secure in knowing that every number coming into my station is paid for in one manner or another and that I am not violating any law by releasing it to my listeners.

True, it will mean that the copyright owner must list and register his numbers and put a per "use" price on them for various classes of users. It means that the actual user at the source must keep a record of what he uses. And you will admit that this is the only safe way any broadcaster ever should operate.

To do this I suggest the enactment of a Bill which will remedy some of the defects in the copyright law as it relates to broadcasting. A draft of a Bill designed for that purpose is herewith enclosed. You will observe that this Bill would do four things, viz.:

1. It would place the responsibility for the public performance of music on the person originating the performance.
2. It would make it necessary for AUTHORS, Composers, and Publishers to identify the use they make of material in the public domain.
3. It would leave the question of damages to the discretion of the Court, and
4. It would prevent assignees from collecting damages unless their assignments are recorded according to law.

You ask if I would prefer to deal with individual copyright owners for their individual rights. My answer is yes, I would, providing such a plan was uniform throughout the United States and not "orphaned" to Montana or one state alone. I believe that if we had a national and uniform system of dealing with individual copyright owners, and such a workable and equitable plan is available, we would then actually be "customers", real, appreciative, and willing customers. We could then enjoy the right to select any number we desired and would pay the creator of such number the price he asked. The creators of the best numbers could naturally charge and would receive a higher fee for their works than the creators of trash. Such a system would allow many creators of music, who today cannot have their music published, an opportunity to bring their works before the public and at the same time be paid for their efforts. Such a plan would allow a station to pay for exactly what it uses, no more and no less. Such a plan is workable too, as you well know because as you have said, "there are about 50,000 numbers used by the stations in the country today". The fact of the matter is, I believe more numbers than this would be used under such a plan and the public would be far better satisfied than with the small variety it receives today.

May I again thank you for your letter of the 27th, and with the possibility that we independent broadcasters might learn to enjoy doing business with you under fair rules of play, may I ask that you lend your efforts in having Congress enact the "rules of the game" I have suggested as amendments to the Copyright Act of 1909?

P. S. In order to have our negotiations strictly open and above board I am sending you 800 printed copies of this letter which includes my remarks addressed to Congress, that I ask you to give to each of your members. I am also sending a copy of the same to all independent broadcasting stations.

Union Pacific Series

UNION PACIFIC RAILROAD Co., Omaha (rail transportation), on Jan. 31, started for 13 months on 7 NBC stations (KGO, KHQ, KHR, KGW, KOA, WOW, WMAQ) and WGN once a month, on scattered Sunday schedule, a quarter-hour transcription series, *Romance of Transportation*, recorded by Recording Inc., Hollywood. Series is also used on more than 20 other stations nationally and is supplemented by spot announcements on 14 stations. Caples Co., Chicago, handles the account.

Radio Guide Spots

RADIO GUIDE Inc., Chicago (fan publication), is using four announcements weekly on three stations, WHAM, Rochester; WOAI, San Antonio, and WBEN, Buffalo, in a test campaign to increase newsstand sales. Announcements are spotted before or after programs written up in that week's issue of the magazine. A story on Jack Benny, for example, would be advertised in an announcement broadcast adjacent to the Jello broadcast. If newsstand sales in the test cities show a suitable increase the campaign will be extended to include cities in all parts of the country. Agency is Baggaley, Horton & Hoyt Inc., Chicago.

Gilmore Oil Circus

GILMORE OIL Co., Los Angeles (petroleum products) will start *The Gilmore Circus*, a variety program, on five NBC-Pacific Red network stations, Saturdays 8-8:30 p. m. (PST), beginning Feb. 20. Program will originate from Hollywood. Raymond R. Morgan Co. Inc., Hollywood, placed the account.

Harvard Takes the Air

BROADCASTS of classroom lectures will be started Feb. 17, according to announcement Feb. 11 by Harvard University, through W1XAL, Boston shortwave station, and will be directed at an international audience. Installation of wires in lecture halls has been completed. Dean George H. Chase, of the Harvard Graduate School of Arts and Sciences, said that "if the program proves successful the university will have found another way to render public service in its proper field of education." In charge of the broadcasts for Harvard are Dean Chase; Acting Dean Harry Roe Mimno, of the Graduate School of Engineering; Dr. Loring B. Andrews, of the Observatory; Dr. David M. Little, secretary of the University.

CHECKUP — Chief Engineer William J. Kotera (left) checks wiring charts of the new 5,000-watt transmitter of WOW, Omaha, with Dr. C. M. Jansky Jr., of Jansky & Bailey, consulting engineers, who conducted tests which determined the location of WOW's 454-foot antenna.

TRANSMITTER'S DAILY DOZEN

WABC Tubes Fed Low Voltage and Power Is Raised Gradually Before 50 kw. Is Reached

LIKE human beings, radio stations need setting up exercises every morning, according to CBS. WABC, key transmitter, for example, is given an hour's strenuous warm up before it goes on the air each day. Preparations for the next morning's schedule at WABC begin as soon as the Columbia network "signs off" at 1 a. m. for the night staff of engineers at the 50 kw. transmitter in Wayne, N. J., checks equipment, changes worn parts and tests circuits. But when the day shift arrives things begin to hum both literally and figuratively.

Taking It Easy

FROM 6:30 to 6:45 a. m., the 14 water-cooled vacuum tubes and the 10 smaller tubes of WABC are warmed up by means of low voltage filament supply. This lights up the filaments and burns any gases which may have been formed by the various metal elements inside the tube during the night.

Since any gas is a conductor of electricity, a high voltage sent through a cold tube might cause an arc between the filament, grid and plate, thus burning it out. Because each water-cooled tube costs nearly $500, and because any burn out would cause a program interruption, no chances are taken. During the next half-hour the voltage is increased gradually until, by 7:15 a. m., the transmitter is operating on full power. The electrical output does not go into ether, however, but is fed into a dummy antenna having identical resistance to the one used for broadcasting. This is done so that technicians may make final tests by means of an audio tone and also by shouting "Woof" into a microphone. "Woof" is one of the very few words which will swing a volume indicator up to a sharp peak, no matter who speaks it and therefore is universally employed by engineers in checking volume levels.

At 7:15 a. m. the transmitter is switched onto its regular antenna. For the next 15 minutes listeners who turn on their sets and listen carefully can hear a slight hum of the station's carrier wave on its regular channel of 860 kilocycles. Then, exactly at 7:30 a. m., an announcer starts the first of the day's schedule of broadcasts with a set speech beginning: "Hello, ladies and gentlemen. This is Station WABC . . . "

THE NEW 250-watt daytime station on 1190 kc. at Visalia, Cal. which the FCC authorized for construction Jan. 5, will bear the call letters KTKC. It will be owned jointly by the *Visalia Times-Delta* and three other California dailies.

EQUIPMENT

PRESTO RECORDING Corp., New York, announces installation of equipment in WGN, Chicago; WKBN, Youngstown; KSD, St. Louis; WISN, Milwaukee; Essex Broadcasters, Detroit; WOKO, Albany.

CORNELL-DUBILIER Corp., South Plainfield, N. J., announces Type TL Dykanol capacitors, hermetically-sealed condensers for use where reduced size, weight and cost is desired in conjunction with extremely high voltage ratings and negligible power factor. It is described in catalog No. 135A.

ALLIED Recording Products Co., New York, has released a four-page folder, available on request, describing in detail its new Allied Recorder designed for instantaneous recording on coated or aluminum blanks and its "Cleen-Cut Recording Blank" in four sizes.

RADIO TRANSCEIVER Laboratories, Richmond Hill, N. Y., has issued Bulletin 37 outlining specifications of Portable Pack Transmitter-Receiver PTR-19-M for the broadcasting of field events and Duplex Transmitter-Receiver Unit TR-6A6 for fixed or mobile radiophone and I.C.W. communication.

WATL, Atlanta, has purchased a 154-foot Truscon vertical radiator, now being installed.

WNBF, Binghamton, N. Y., has placed in operation a 238-foot Truscon radiator as well as new studios. During alterations the station broadcast from two bedrooms in the hotel. New studio equipment was installed.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., will produce a school and college instantaneous recording machine, in addition to its professional and No. 16 portable. The new model, weighing 50 pounds, is complete in itself.

WJTN, Jamestown, N. Y., of which Harry S. Wilder, WSYR executive is president, is constructing a new plant a mile-and-a-half from the center of Jamestown. A new 250 watt Western Electric transmitter is being installed and probably will be ready for operation Feb. 15. New studios were completed in December and new speech input equipment is being installed this month.

A REMAPPING of Columbia Broadcasting System's telephone circuits that will concentrate all of the network's mid-west and west coast switching in Chicago, making that city the most important CBS control point will take effect as soon as the necessary equipment is completed by the WBBM-CBS engineers in Chicago.

FAIRCHILD-PROCTOR recording equipment has been ordered by WHK-WJAY, Cleveland, for rebroadcasts and auditions.

STELLI

Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

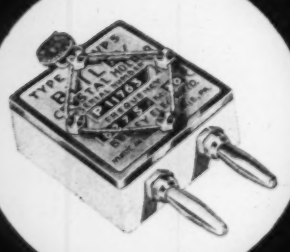
Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

BLILEY
CRYSTALS
HOLDERS
OVENS

QUARTZ CRYSTALS & MOUNTINGS 20 Kc-25 Mc

BROADCAST CRYSTALS & OVEN MOUNTINGS Approved by F.C.C.



Write for Bulletin G-9

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

NEWS
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TRANSRADIO

FLOOD BROADCAST
Be on the scene with

Portable Pack Transmitter and Receiver Type PTR-19-M
$120 NET
MASTER OSCILLATOR ● POWER AMPLIFIER
Unexcelled for field work
RADIO TRANSCEIVER LABORATORIES
8629-115 St. Richmond Hill, N.Y.

IN THE CONTROL ROOM

WINDSOR ATWATER and Clarence Gielow have been added to the engineering staff of WGAR, Cleveland. Both were formerly identified with ship communications.

ARTHUR W. NIEMAN, president of Sound Apparatus Co., New York, on Feb. 6 sailed on the *S.S. Hamburg* to investigate sound equipment developments in Germany. He will return early in March.

H. P. DAVIS, formerly of the Pan-American airways and more recently of KROW, Oakland, has joined the technical staff of KYA, San Francisco.

KENNETH DURKEE, for five years a member of the transmitter crew of WGY, Schenectady, has been moved to the WGY control room.

LANDEE HANSON, NBC Chicago page, has passed the government examination for a broadcast engineer's license.

VICTOR KOSLOWSKI, chief operator of WHDH, Boston, has had his name changed to Victor Kirby.

WALLY RUGGLES, formerly of the office staff of NBC, San Francisco, has been promoted to sound effects technician of the studios. Keith Wadsworth has been appointed as Ruggles' successor.

DUB EVERLY, formerly of KBIX, Muskogee, Okla., has gone to KFYR, Bismarck, N. D. When George Wesley Brock, KBIX chief engineer was confined to his home by illness, James Manship stayed on the job for days from 6 a. m. to midnight.

J. C. HAYNES Jr. has resigned from the engineering staff of KLRA, Little Rock, Ark., to become chief engineer of the new KWOS, Jefferson City, Mo. His assistant is J. E. Tarrants, formerly with WOS, state-owned station in Jefferson City which went out of existence last year.

LESLIE HOTSENPILLER, formerly of TWA research laboratories, Kansas City, and Wayne Miller, formerly of WHO, Des Moines and recently with RCA at Camden, have joined the engineering staff of KXBY, Kansas City.

E. K. COHAN, CBS director of technical operations, after spending two weeks on the west coast inspecting the network's Hollywood and San Francisco studios and equipment, has returned to his New York headquarters. While in Hollywood he conferred with L. H. Bowman, CBS western division technical engineer, and Philip G. Lasky, manager of KSFO, San Francisco.

WILLIAM WOODS, formerly with KHJ, Los Angeles, and prior to that on the technical staff of KFOX, Long Beach, Cal., has joined the staff of MacGregor & Sollie Inc., Hollywood transcription producers, as assistant technician.

HOWARD WEGER, formerly of WBNS, Columbus, has joined the engineering staff of WHK-WJAY, Cleveland.

A DIRECT radiotelegraph circuit with Monrovia, Liberia, where Firestone and other American interests have extensive operations, has been opened by RCA Communications Inc.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Bisbee Succeeds Hoppes

Mr. Hoppes

F. C. BISBEE has succeeded William Hoppes, now station relations manager of World Broadcasting System, as head of the broadcasting department of Electrical Research Products Inc. Mr. Bisbee joined ERPI in 1928 as general installation superintendent, later becoming manager of the broadcasting denartment and then contract department engineer. He relinquished direction of the broadcasting department to Mr. Hoppes, and now adds that post to his other duties. In his new capacity he will supervise station relations and the sale of reproducing equipment. A new transcription reproducing set designed for broadcast stations will be put into production in March.

CBS Technicians Start Engineering Publication

AN ENGINEER'S publication, *Under Control*, has been issued by Associated Columbia Broadcast Technicians. It is a revival of the old *ACBT Record*, suspended about three years ago after a short life. *Under Control* carries paid advertising and the first issue had 28 pages. Main office is located at CBS headquarters, 485 Madison Ave., New York.

The editorial board consists of Charles H. Malmstedt, editor; Kendall E. Davis, associate editor; Sydney M. Bergere, feature editor; Lucien F. Farkas, news editor; Philip A. Goetz, technical editor; John T. Dietz, make-up editor; John McCartney Jr., business manager; Robert G. Thompson, advertising manager; D. J. Dunlop, Midwest advertising manager.

Divisional editors are George Collier, WCCO; F. I. Rose, WKRC; J. H. Whitman, WBT; William H. Rule, WEEI; Bruce P. Piersall, KNX; D. J. Dunlop, WBBM; Sydney M. Bergere, WABC; Earl Merryman, WJSV.

Nehi Placements

NEHI BOTTLING Co., Columbus, Ga. (beverages) on March 19 starts its series of weekly half-hour transcriptions featuring Jack Dempsey, ex-boxing champion. Dewey Long, sales manager of WBT, Charlotte, N. C., and Radio Sales representative, negotiated with James A. Greene & Co., Atlanta agency, to place the series on WBT, WJSV, KMOX.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
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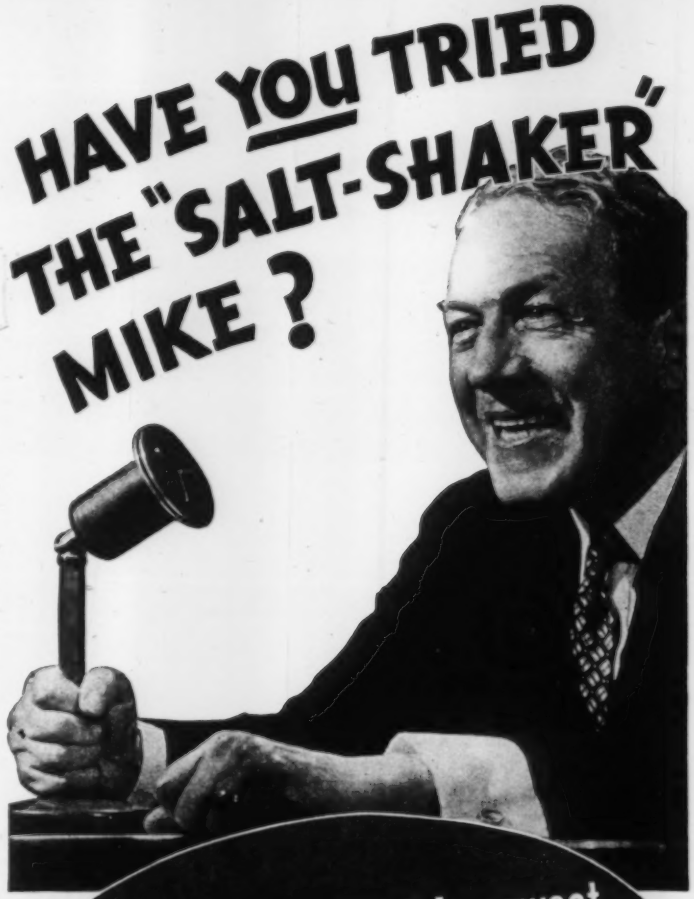
Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

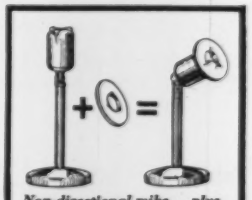


It's Western Electric's newest ...little brother of the "8-ball" ...priced for buying in bunches

Like the famous "8-ball," Western Electric's brand new 633A is a 2-in-1 mike. It's *non-directional* when you want it to be. And when you don't—just put on the scientifically designed acoustic baffle and then it's *directional!*

Either way, it's a great little mike that gives you Western Electric broadcast quality. Engineered by Bell Telephone Laboratories, it's small, light, rugged—just what you've wanted for remote pick-ups and general studio use.

Get the full details from Graybar. Or better yet—order one and try the "Salt-shaker" yourself. *Priced so low you can afford as many as you want!*



Non-directional mike... plus acoustic baffle... equals directional mike.

Western Electric
BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Co.
In Canada: Northern Electric Co., Ltd.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JANUARY 30 TO FEBRUARY 12, INCLUSIVE

Decisions . . .

FEBRUARY 3

APPLICATIONS GRANTED:

NEW, CBS, New York—CP relay station 50 w unl.

NEW, Peoples Forum of the Air, Helena, Mon.—CP 1210 kc 100 w unl.

KNEL, Brady, Tex.—CP change equip., increase D to 250 w.

W8XKJ, Cleveland—Lic. for CP high-freq. 100 w.

KGHI, Little Rock, Ark.—License for CP 1200 kc 100 w 250 w LS unl.

KVSO, Ardmore, Okla.—License for CP 1210 kc 100 w unl.

WCAT, Rapid City, S. D.—License for CP 1200 kc 100 w spec.

WJAY, Cleveland—License for CP 610 kc 500 w D.

KOIL, Council Bluffs, Ia.—License for CP 1260 kc 1 kw 2½ kw D unl.

KRSC, Seattle—License for CP as mod. 1120 kc 250 w unl.

WTAR, Norfolk, Va.—Mod. CP extend completion.

WLBC, Muncie, Ind.—Mod. license increase Simul.-D, Sh.-WTRC N to unl.

WIOD-WMBF, Miami—CP trans. site, aux. trans.; license for CP 1300 kc 1 kw unl.

KWJJ, Portland, Ore.—License for CP as mod. 1060 kc 500 w ltd., spec. auth. 1040 kc.

KABC, San Antonio — License for CP 1420 kc 100 w 250 w D unl.

WTMV, E. St. Louis—License for CP and mod., 1500 kc 100 w 250 w D.

WAML, Laurel, Miss.—License for CP 1310 kc 100 w unl.

WIRE, Indianapolis—Mod. CP change equip.

WIP, Philadelphia—Extension exp. auth. 1 kw unl.

WCOP, Boston—Consent transfer control to Arde Bulova.

WPAR, Parkersburg, W. Va.—Consent transfer control from Harold McWhorter, Marion McDowell and Wayne Van Gilder to Exponent Co.

KSFO, San Francisco—CP as amended move trans. to San Francisco, new equip., vert. radiator, increase D 1 to 5 kw.

SET FOR HEARING—NEW, Food Terminal Brdcstg. Co., Cleveland, CP 1500 kc 100 w D; NEW, Twin City Brdcstg. Corp., Longview, Wash., CP as amended 780 kc 250 w D; KABR, Aberdeen, S. D., amended CP new equip., directional antenna N, change 1420 to 1390 kc, increase 100 w to 500 w N 1 kw D unl.; WTAQ, Green Bay, Wis., amended CP new equip., increase D 1 to 5 kw directional; NEW, Leonard A. Versluis, Grand Rapids, CP 830 kc 500 w D; KGNF, North Platte, Neb., mod. license 1 kw D to 1 kw spec.; NEW, Ohio Brdcstg. Co., Marion, O., CP 880 kc 250 w D; NEW, Ohio Brdcstg. Co., E. Liverpool, O., CP 1350 kc 250 w D; NEW, Ohio Brdcstg. Co., Salem, O., CP 1420 kc 100 w D; WREN, Lawrence, Kan., transfer control to Kansas City Star Co.

ORAL ARGUMENTS — KGGC, Golden Gate Brdcstg. Co., San Francisco; NEW, John S. Allen & G. W. Covington Jr., Montgomery, Ala.; NEW, Smith, Keller & Cole, San Diego, Cal., all 4-1-37.

MISCELLANEOUS — KALE, Portland, Ore., mod. license spec. to unl.; WJBK, Detroit, granted petition intervene applic. Cadillac Brdcstg. Co. for CP at Dearborn; WTCN, Minneapolis, order of 10-20-36 granting increase in time set aside and set for hearing; WLB, Minneapolis, order of 10-20-36 granting change 1250 to 760 kc, increase 1 to 5 kw Sh.-WCAL set aside and set for hearing; WCAL, Northfield, Minn., order of 10-20-36 granting change 1250 to 760 kc, increase 1 to 5 kw D Sh.-WLB set aside and set for hearing; NEW, Lawrence K. Miller, Pittsfield, Mass., granted petition intervene hearing applic. Harold Thomas for CP Pittsfield; WCOC, Meridian, Miss., extension rule 132; WLWL, Stevens Point, Wis., extension rule 132; NEW, West Texas Brdcstg. Co., Wichita Falls, Tex., denied postponement hearings; WSBC, Chicago, reconsidered and granted applic. increase D 100 to 250 w; NEW, Allen T. Simmons, Mansfield, O., granted petition intervene applic. Frazier Reams for CP Mansfield; WJBO, Baton Rouge, La., denied postponement effective date decision granting change 1420 to 1120 kc and increase 100 to 500 w spec.; Johnson City Brdcstg. Co., Johnson City, Tenn., reopen hearing applic. new station to obtain new data, hearing set for 3-8-37 at John Sevier Hotel; KJR, Seattle, licenses extended pending applic. for renewal; KFXR, Oklahoma City, denied reconsid. and grant applic. assign license to Plaza Court Brdcstg. Co., and set for hearing; NEW, Lenawee Brdcstg. Co., Adrian, Mich., dismissed with prej. applic. CP 1440 kc 250 w D; Broadcast Division ordered hearings be held in Washington as scheduled on applic. of KTHS, Hot Springs, Ark., NEW, Radio Enterprise Inc., El Dorado, Ark., and NEW, Associated Arkansas Newspapers Inc., Hot Springs, Ark.

APPLICATIONS DISMISSED: NEW, Daily News Corp., St. Paul, CP 580 kc 1 kw D; WBNO, Orleans, vol. assign. license to Pelican State Brdcstg. Co.; WADA, Anderson, S. C., mod. CP 630 kc 1 kw unl.; KFKA, Greeley, Col., mod. license 1450 kc 500 w 1 kw LS.

RATIFICATIONS — Tri-State Brdcstg. Co. granted postponement effective date decision on applic. of Dorrance D. Roderick, El Paso, for CP; WHB, Kansas City, granted extension effective date of order of 11-17-36 to 2-21-37; Indianapolis Brdcstg. Inc. granted auth. intervene applic. Curtis Radiocasting Corp., Indianapolis, seeking new station.

FEBRUARY 3

Winston-Salem (N. C.) Journal Co. denied rehearing on applic. C. G. Hill, George D. Walker and Susan H. Walker for CP 1250 kc 250 w D, granted 9-29-36.

FEBRUARY 9

APPLICATIONS GRANTED:

WGL, Fort Wayne, Ind.—Amended CP move trans., studio locally, vert. radiator.

KOTN, Pine Bluff, Ark.—CP trans., studio sites, vert. radiator.

WCBA, WSAN, Allentown, Pa.—Licenses for CP as mod., sharing.

KFRU, Columbia, Mo.—License for CP 630 kc 500 w 1 kw D Sh., Simul.-WGBF.

KOCA, Kilgore, Tex.—License for CP as mod. 1210 kc 100 w unl.

KWSC, Pullman, Wash.—License for CP 1220 kc 1 kw 5 kw D Sh.-KTW.

KGLO, Mason City, Ia.—License for CP as mod. 1210 kc 100 w unl.

KWOS, Jefferson City, Mo.—License for CP as mod. 1310 kc 100 w D.

KSO, Des Moines—License for CP as mod. 1430 kc 500 w 2½ kw D unl.

KAWM, Gallup, N. M.—Mod. CP trans., studio site.

WJZ, New York—Mod. license aux. trans.

WMMN, Fairmont, W. Va.—Auth. antenna measurement.

WAIR, Winston-Salem, N. C.—Mod. CP trans. site, change equip., vert. radiator.

W3XJ, College Park, Md.—License for CP 1060 kc, special emission.

SET FOR HEARING—NEW, Abraham Plotkin, Chicago, Ill., CP 1570 kc 1 kw unl.; NEW, James R. Doss Jr., Mobile, Ala., CP 1500 kc 100 w D; NEW, Staunton Brdcstg. Co., Staunton, Va., CP 1500 kc 250 w D; KICO, Boise, CP increase to 5 kw; WMBH, Joplin, Mo., CP amended move trans., studio sites locally, new equip., directional N, change 1420 to 1380 kc, from 100 w 250 w D unl. to 500 w unl.; KGKO, Fort Worth, mod. CP trans. site, new equip., directional N increase 250 w 1 kw D to 1 kw 5 kw D; KJBS, San Francisco, mod. license 1070 to 1080 kc; KFEQ, St. Joseph, Mo., mod. license D to unl.; WMFR, High Point, N. C., mod. license D to spec.; WIOD-WMBF, Miami, mod. license 1300 to 610 kc; WKY, Oklahoma City, mod. license 1 to 5 kw N; KGFF, Shawnee, Okla., mod. license 1420 to 1430 kc increase N to 250 w; KHQ, Spokane, mod. license increase N 1 to 5 kw; KYOS, Merced, Cal., mod. license 1040 to 1260 kc unl.; NEW, Earle Yates, Las Cruces, N. M., CP amended to 930 kc 500 w D.

SPECIAL AUTHORIZATIONS—KGDY, Huron, S. D., temp. auth. remain silent 30 days pending repairs.

APPLICATIONS DISMISSED — NEW, Wise Brdcstg. Co., St. Paul, CP 630 kc 250 w unl. (facilities KGDE); KSLM, Salem, Ore., CP 1240 kc 250 w unl.; NEW, Aberdeen News Co., Aberdeen, S. D., CP 1390 kc 1 kw unl.

APPLICATION DENIED (as in default)—NEW, Vancouver Brdcstg. Co., Vancouver, Wash., CP 1500 kc 100 w D.

MISCELLANEOUS — WALA, Mobile, granted pet. intervene applic. H. O. Davis, Mobile; KMLB, granted pet. intervene applic. WOAI; T. E. Kirskey, Waco, Tex., granted pet. intervene applic. John S. Braun, Waco; Ark. Brdcstg. Co., Hot Springs, Ark., granted pet. intervene applic. KARK; Outlet Co., Providence, granted pet. intervene applic. Bay State Brdcstg. Co., Providence; KLPM, granted pet. amend applic. CP increase power to specy 500 w N instead of 1 kw; granted pet. W. P. Stuart and directed effective date order 12-1-36 granting and denying respectively applic. Southwest Brdcstg. Co., Prescott, Ariz., for CP and W. P. Stuart, Prescott, for CP, be extended to 2-15-37; denied motion and supplemental pet. Woodman of World Life Assn., respondent, for postponement oral argument applic. WKZO set for 2-4-37; Monongahela Valley Brdcstg. Co., Fairmont, W. Va., granted pet. for acceptance answer re applic. KARK, Little Rock, for mod. CP; WDAY, Fargo, KOIN, Portland, Ore., WAVE, Louisville, WCSH, Portland, Me., WAAT, Jersey City, denied joint pet. asking hearing on applic. World Pub. Co., Tulsa, for CP new station 940 kc 1 kw 5 kw LS unl. be postponed, and that all pending applic. on 940 kc be consolidated for hearing; Earl Weir, St. Petersburg, denied reconsid. action remanding to dockets applic. new station for further action; Waterloo Times-Tribune, Waterloo, Ia., granted pet. intervene applic. W. H. Hartman Co., Waterloo; WOKO, Albany, N. Y., granted pet. intervene applic. Troy Brdcstg. Co.; NEW, Clarence C. Dill, Washington, granted oral argument 4-1-37.

ACTION ON EXAMINERS' REPORTS:

NEW, W. T. Knight Jr., Savannah—Denied CP 1310 kc 100 w unl., sustaining Examiner Dalberg.

NEW, Jack E., Mrs. Jack E. and Jack E. Brantley Jr., Savannah—Denied CP 1310 kc 100 w unl., sustaining Examiner Dalberg.

NEW, Saginaw Brdcstg. Co., Saginaw, Mich.—Denied CP 1200 kc 100 w 250 w D spec., reversing Examiner Dalberg.

NEW, Harold F. Gross & Edmund C. Shields, Saginaw, Mich.—Granted CP 950 kc 500 W D, reversing Examiner Dalberg.

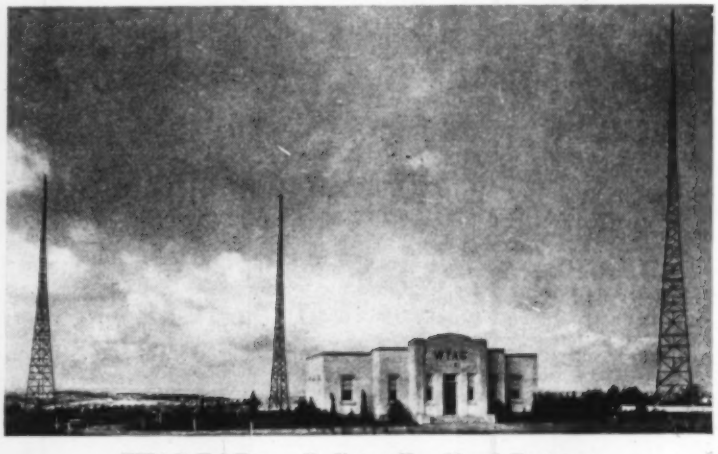
NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—Denied CP 630 kc 250 w D, sustaining Examiner Dalberg.

NEW, Power City Brdcstg. Corp., Niagara Falls, N. Y.—Denied CP (Prall dissenting) 630 kc 250 w D, reversing Examiner Dalberg.

NEW, Metro Brdcstg. Co. (A. Tornek & R. Lillie, Los Angeles—Denied CP 820 kc 250 w ltd. with WHAS, sustaining Examiner Seward.

NEW, News Press Pub. Co., Santa Barbara, Cal.—Granted CP (Case dissenting) 1220 kc 500 w unl., sustaining Examiner Hill.

KICA, Clovis, N. M.—Granted mod. license from spec. to unl. D, spec. N 1370 kc 100 w.



WTAG Tri-Tower Radiator Has Novel Features

TAKING the air from its new $100,000 transmitting plant in Holden, Mass. the first week in February, WTAG, Worcester, embodied in it unusual features designed to combat the interference restrictions without restricting coverage. It employs two 350-foot towers and one rising 250 feet placed in an east-west line to give proper directional radiation. Prof. F. H. Newell, of Worcester Polytechnic Institute, acted as consulting engineer.

It was necessary to secure greatest radiation north and south, and to secure the desired pattern on its low frequency of 580 kc., the WTAG engineers found it more economical to use two end towers and a smaller central one than the usual plan of suspending the radiator at the center by cable from the heavier end towers. This possesses further advantages, it is reported, in view of the sleet conditions in the station's area.

The concentric transmission lines feeding all three towers are brought into the transmitter itself. The portion of these lines between transmitter and antenna array is underground. The lines run through protecting iron pipes and manholes so they can be readily withdrawn for repair without the difficulty of digging through possible frozen ground.

The available power supply not being entirely reliable, a gasoline-driven generator has been installed to carry the station over such interruptions to its power service. This starts automatically, protecting the lower lighting and heaters at all times. The transmitter house is also used as the home for the operator and his family. An RCA transmitter is used.

Examiners' Reports . . .

NEW, Hunt Brdcstg. Assn., Greenville, Tex.—Examiner Hill recommended (I-344) that applic. CP 1200 kc 100 w D be granted.

NEW, H. Wimpy, Albany, Ga.—WGPC, Albany — Examiner Dalberg recommended (I-345) that applic. H. Wimpy CP 1420 kc 100 w 250 w LS unl. be denied; that applic. WGPC for renewal license 1420 kc 100 w unl. be granted.

NEW, U. S. Brdcstg. Co., Toledo; NEW, U. S. Brdcstg. Co., Columbus—Examiner Hill recommended (I-346) that applic. CP Toledo 1200 kc 100 w D be dismissed with prejudice; that applic. CP Columbus 1310 kc 100 w unl. be dismissed with prejudice.

WCAP, Asbury Park, N. J.—Examiner Irwin recommended (I-347) that applic. mod. license 500 w to 1 kw be denied.

KALB, Alexandria, La.—Examiner Bramhall recommended (I-348) that applic. mod. license 1420 kc 100 w D to 1210 kc 100 w unl. be granted.

NEW, Hannibal Brdcstg. Co., Hannibal, Mo.; NEW, Courier-Post Pub. Co., Hannibal, Mo.—Examiner Dalberg recommended (I-349) that applic. Hannibal Brdcstg. Co. for CP 1310 kc 100 w unl. be denied; that applic. Courier-Post Pub. Co. for CP 1310 kc 100 w 250 w LS unl. be granted.

WNBC, New Britain, Conn.—Examiner Dalberg recommended (I-350) that applic. CP increase 250 w D to 250 w 1 kw LS unl. be granted.

NEW, Golden Empire Brdcstg. Co., Marysville, Cal. — Examiner Hill recommended (I-351) that applic. CP 1140 kc 250 w D be granted if applic. Marysville-Yuba City Publishers Inc. for CP is denied but if that applic. be granted, then pending applic. be denied.

NEW, George Harm, Fresno, Cal.—Examiner Hyde recommended (I-352) that applic. CP 1310 kc 100 w unl. be denied.

NEW, Hildreth & Rogers Co., Lawrence, Mass.; Old Colony Brdcstg. Corp., Brockton, Mass.—Examiner Walker recommended (I-353) that applic. Hildreth & Rogers Co. for CP 680 kc 1 kw D be granted; that applic. Old Colony Brdcstg. Corp. for CP 680 kc w D be denied.

NEW, Owensboro Brdcstg. Co., Owensboro, Ky. — Examiner Hyde recommended (I-354) that applic. CP 1500 kc 100 w unl. be granted.

WAAB, Boston—Examiner Irwin recommended (I-355) that applic. mod. license 500 w unl. to 500 w 1 kw LS unl. be granted.

Applications . . .

JANUARY 30

NEW, Ralph Perez Perry, Quayama, P. R.—CP 630 kc 250 w unl.

WSAN, Allentown—License for CP as mod. new trans., antenna.

WCBA, Allentown—Same.

NEW, Allen T. Simmons, Akron—CP relay station 100 w unl.

NEW, Philadelphia—CP 1570 kc 1 kw unl., amended from Phila. Radio Brdcstg. Corp. to Phila. Radio Brdcstg. Co.

KOBH, Rapid City, S. D.—Vol. assign. license from Black Hills Brdcstg. Co. to Black Hills Brdcstg. Co. of Rapid City.

WIND, Gary, Ind. — CP change directional antenna.

NEW, Iowa Brdcstg. Co., Des Moines—CP 26550 kc 100 w unl.

KROC, Rochester, Minn.—Add name of Nat'l Battery Brdcstg. Co. to transferors.

NEW, Coeur D'Alone, Id.—CP amended to partnership by adding name of Saul S. Freeman.

NEW, Earle C. Anthony Inc., Mt. Wilson, Cal.—CP 26550 kc 100 w unl.

NEW, KLZ Brdcstg. Co., Denver — CP high-freq. station 100 w unl.

FEBRUARY 1

WJAC, Johnstown, O. — License for CP change equip., increase power, move trans.

WBNO, New Orleans — Vol. assign. license Coliseum Place Baptist Church to WBNO Inc.

KMAC, San Antonio — License for CP new trans., ver. antenna, increase power.

KTEM, Temple, Tex.—CP change equip., change D to unl., 100 w increase D to 250 w.

WBNO, New Orleans—CP new trans., vert. antenna, change 1200 to 1500 kc, increase D to 250 w, hours from Sh.-WJBW to unl., move locally, amended to 1420 kc.

NEW, A. H. Belo Corp., Grapevine, Tex.—CP high-freq. 100 w unl.

KGLO, Mason City, Ia.—License for CP as mod. new station.

KWOS, Jefferson City, Mo.—License for CP as mod. new station.

KVEC, San Luis Obispo, Cal.—Mod. CP as mod. new station to move trans.

KSO, Des Moines—License for CP as mod. change equip., increase power.

NEW, Central States Brdcstg. Co., Omaha—CP high-freq. 100 w unl.

NEW, Cheyenne, Wyo.—CP amended to Frontier Brdcstg. Co.

FEBRUARY 2

NEW, Watertown Brdcstg. Corp., Watertown, N. Y.—CP 1270 kc 250 w D, amended to 1420 kc 100 w 250 w D unl.

WBZ, Boston—CP new trans., directional antenna, increase 50 to 500 kw, move trans.

NEW, Knickerbocker Brdcstg. Co. Inc., Flushing, N. Y.—CP high-freq. 100 w unl.

KGKB, Tyler, Tex. — License for CP changee equip., increase power, change hours.

WKEU, Griffin, Ga.—Mod. license 1500 to 1310 kc, D to unl. 100 w.

NEW, W. W. Luce, Fort Lauderdale, Fla.—CP 1050 kc 1 kw ltd.

WTCN, Minneapolis—Mod. license 1 kw 5 kw D to 5 kw.

FEBRUARY 3

WTAG, Worcester, Mass. — License for CP directional antenna, move trans., increase power.

NEW, Birmingham News Co., Birmingham—CP 590 kc 500 w 1 kw D unl., amended to 1 kw N & D.

NEW, F. W. Porton, Miami—CP 1420 kc 100 w unl.

NEW, WDSU Inc., New Orleans — CP 1500 kc 100 w 250 w unl.

FEBRUARY 5

WNRI, Newport, R. Il.—Vol. assign. CP from S. George Webb to WNRI Inc.

W3XJ, College Park, Md.—License for CP exp. station.

NEW, Colonial Brdcstg. Co., Morristown, N. J.—CP 620 kc 1 kw unl., directional N.

NEW, S. O. & P. O. Ward, d/b Louisville Brdcstg. Co., Louisville—CP P1210 kc 250 w D.

KRRV, Sherman, Tex.—License for CP change equip., increase D power.

KOBH, Rapid City, S. D.—CP increase D to 250 w, new trans., change antenna.

KCMO, Kansas City—CP change 1370 to 1450 kc, new trans., increase 100 w to 1 kw directional N, move trans. locally.

NEW, Dan B. Shields, Provo, Utah—CPP 1200 kc 100 w unl.

FEBRUARY 8

KADA, Ada, Okla.—Mod. license move studio locally.

KLPM, Minot, N. D.—CP change equip., vert. antenna, change 1240 to 1360 kc, 250 w to 1 kw unl., amended to 500 w 1 kw D.

FEBRUARY 10

WGNY, Newburgh, N. Y.—License for CP as mod. change equip., move studio, trans.

WHDL, Olean, N. Y.—Mod. license from Olean Brdcstg. Co. Inc. to WHDL Inc.

WGR, Buffalo—Mod. CP new trans., antenna, increase power, asking antenna changes and move site 500 ft.

WKBW, Buffalo—CP change antenna, move trans. 25 ft. (use WGR antenna).

NEW, Petersburg Newspaper Corp., Petersburg, Va.—Cp 1370 kc 100 w D, amended to 1210 kc, increase D to 250 w, hours from D to spec., asks facilities WMBG.

WCHV, Charlottesville, Va.—CP change trans. equip., instal vert. antenna, move trans.

NEW, West Va. Newspaper Pub. Co., Clarksburg, W. Va.—CP 1250 kc 1 kw D.

WMC, Memphis — Vol. assign. license from Memphis Commercial Appeal Inc. to Memphis Commercial Appeal Co.

WNBR, Memphis—Same.

NEW, Tribune Co., Tampa, Fla.—CP 940 kc 1 kw 5 kw D unl., amended to directional N.

NEW, L. I. Coryell & Son, Lincoln, Neb.—CP 1450 kc 250 w 500 w D unl.

NEW, Gerald A. Travis, La Porte, Ind. —CP 1500 kc 100 w 250 w D unl.

KSLM, Salem, Ore.—CP change equip., change 1370 to 1110 kc and 100 to 500 w.

FEBRUARY 12

NEW, Knickerbocker Brdcstg. Co. Inc., Flushing, N. Y.—CP 100 w high-freq. unl.

WNBF, Binghamton—CP increase D to 250 w.

KFYO, Lubbock, Tex.—License for CP new trans., antenna.

KGFI, Corpus Christi, Tex. — Mod. CP move trans., to change equip., move studio, trans. Corpus Christi to Brownsville, Tex.

WJNO, West Palm Beach, Fla.—CP increase 100 to 250 w, amended to omit request increase N power.

NEW, J. K. Patrick & Co., Athens, Ga. —CP 1310 kc 100 w 250 w D.

WGCM, Mississippi City, Miss. — Auth. transfer control from Sam Gates to P. K. Ewing.

WSAU, Wausau, Wis.—License for CP as mod. new station.

NEW, Northwest Pub. Inc., Duluth—CP 920 kc 250 w D, amended to 580 kc.

KTFI, Twin Falls, Id. — Mod. license from 500 w 1 kw D to 1 kw N & D.

Shifts in FCC Staff

TEMPORARY assignment of Rosel H. Hyde, FCC examiner, to the FCC docket section to reorganize it along more legalistic lines, was announced Feb. 8 by the FCC. Simultaneously, Mary Belle Anthony, for several years chief of the docket section, was transferred to the accounting department. Mr. Hyde originally organized the docket section for the former Radio Commission. He will resume his examiner's post later, at which time it is expected an attorney will be designated for the docket section post. Both the law and the examiner divisions of the FCC have sought the docket section as branches of their operations. The change followed detailed consideration by the FCC Broadcast Division, affirmed by the full Commission.

KVOS Suits for Libel Settled Out of Court

SETTLEMENT out of court of two libel suits brought by KVOS, Bellingham, Wash. against the Associated Press and the Seattle Post Intelligencer Co., each seeking $25,000 in damages, was announced Feb. 10 by Rogan Jones, principal owner of the station, while in Washington. Mr. Jones said the settlements were made by stipulation and that the suits would be dismissed. He declared there are still pending against the *Bellingham Herald* two libel suits of $250,000 each.

Mr. Jones, who has been waging a vigorous local battle, made known that there had been formed in Bellingham an organization in support of his station. The organization calls itself "Organized Labor's Defense League for KVOS".

New Departure Spots

NEW DEPARTURE MFG. Co., Bristol, Conn. (bicycle brakes) on March 1 will launch an 18-week station-break campaign on 12 stations (KSTP, WTIC, WFIL, KSL, KSD, KMBC, WGAR, WSB, WFAA, KOMO and unannounced stations in Los Angeles and Portland, Me.). The sponsor will use three announcements a day, three days weekly, placed during late afternoon hours among children's programs. Lord & Thomas, New York, has the account.

KFWB Dedicates Its New Studios in Hollywood

KFWB, Hollywood, which went on the air with its new 5,000-watt transmitter in December, on Feb. 15 officially dedicates both the transmitter at Baldwin Hills and the new $150,000 studios in Hollywood, with a four-hour program starting at 6 p. m. which was to be released over the Southern California network, (KFWB, KFOX, KFON), and possibly on the entire Pacific Coast.

Structure, said to be of the finest in the country, houses besides the technical department, and 600-seat studio-theater, five other studios exclusively for radio. A feature of the studio-theatre is the $50,000 Vitaphone recording organ, built especially for KFWB, and said to be the only one of its type in the United States.

WILLIAM HARD, former radio commentator who through the last campaign donated his radio services to the Republican National Committee, on Feb. 8 became assistant to John Hamilton, chairman of the Republican National Committee, at its Washington headquarters.

LOUIS E. JACKOBSON, production manager of WBBM-CBS has resigned as of Feb. 26. While at WBBM, Jackobson produced many of the station's bigger shows including *History in the Making*, *Poetic Melodies*, *Mortimer Gootch*, *Chicago Varieties*, the *Chicagoah*, and *Billy Mills & Co.*

FOR SALE

One Western Electric 6B, 1 KW transmitter with complete set of spares as required by Commission, in first-class working condition.

$2300.00

WSMB
NEW ORLEANS

H. G. Nebe, Chief Engr.

Record Piano Music at 33⅓ R.P.M.

with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane Inglewood, Calif., U.S.A.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

SCIENTIFIC

Scientific
RADIO SERVICE
CRYSTALS

are recognized the world over for their Dependability, Output and Accuracy of Frequency.
All Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01%.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-272 for price list.

Scientific
RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

Merchandising Notes

Free Beer—Street Singers Crash Court—Kate's Mail—Spiral-Bound Opera—Colorful Map

WITHOUT missing a single broadcast *The Adventures of Mary Marlin* will change sponsors the end of March. Its contract with International Cellucotton Products Co., Chicago (Kleenex), concludes with the broadcast of Friday, March 26, and on Monday, March 29, the show goes on under the sponsorship of Procter & Gamble Co., Cincinnati (Ivory soap). Serial is broadcast on 29 NBC-Red stations, Mon. thru Fri., 12:15-12:30 p. m. Agency for Procter & Gamble is Compton Adv. Inc., New York. At the same time the serial will also change leading ladies, Joan Blaine, who has played the title role, leaving on March 26 to fulfill a movie contract.

Meanwhile the present sponsor is planning a give-away offer for a new product, Kerbs, a remedy for feminine difficulties, in connection with the broadcasts. From Feb. 22 to March 6 women listeners will be invited to purchase a tube of Kerbs and send the carton to the sponsor, who will then refund the purchase price.

* * *

ST. CLAIRE BREWING Co., San Jose, Cal., on its five-minute transcription *Curious Facts* program over KFRC, San Francisco, is offering two cases of its beverage to every person sending in a curious fact used on the program. Guggenheim Adv. Agency, San Francisco, handles the account.

* * *

WNOX, Knoxville, attracted local and national publicity by getting its Grandpappy & Yowell Blanchard arrested for singing on a main thoroughfare. Their fines were suspended.

* * *

WKZO, Kalamazoo, Mich., has published an eye-grabbing merchandising folder containing complete data on WKZO and the "nation's perfect test market".

EVERY TRUCK—And wagon used by the Bowman Dairy Co., Chicago milk distributor, is a traveling ad for this company's weekly broadcast on WGN, Chicago. The *Bowman Fireside Theatre* varies its bill from week to week, presenting Chicago choral, dramatic and instrumental organizations and soloists, both amateur and professional, during its Wednesday evening series, which is produced by the J. Walter Thompson Co., and which has just been renewed for another 13 weeks.

WCOP, Boston, is conducting a slogan contest to obtain station identification tag. At station breaks, the announcers inform listeners that all are eligible to send in titles. Prizes range from $15 for first, to $10 for second, and $5 for third, and 25 $1 prizes. In case of ties, duplicate cash awards will be given. Slogans become the property of WCOP. It is a requisite to state also the time the listener heard the announcement of the contest. This also enables the station to get a cross-section of time listening appeal for its production charts. Contest was evolved by Gerard H. Slattery, General Manager, and Arthur L. Leary, production manager.

* * *

UNDER the caption of *The Success Doctor*, Harry H. Balkin, is producing a series of 39 quarter-hour transcriptions for Raymond R. Morgan Co., Hollywood radio agency, with the technical work done at Recordings Inc. Mr. Balkin, character analyst, recently completed a radio series for the White King Soap Co., Los Angeles, and had previously been on eastern stations. The merchandising will include the Balkin success chart, rights to six giveaways, booklets, dealer cards, window displays, publicity for each program and outlined plans for holding sales meetings.

* * *

RANDOM HOUSE Inc., New York (book publishers) recently started a new series of programs on WQXR, New York, to promote the sale of a new book, *Beloved Friend*, published on Feb. 1. The book deals with the recently discovered correspondence between Tschaikowsky, Russian composer, and Mme. Nadejda von Meck, his patroness. Program contests of Tschaikowsky music and selection from these letters. A contest for the best essay which interprets the psychological background of their friendship is being run. The winner will receive a Steinway grand piano.

* * *

TO ACQUAINT listeners with air programs, WHBY and WTAQ, Green Bay, Wis., are publishing a *Radio Beacon*, which lists programs over the networks as well as WHBY and WTAQ. Other news in the *Beacon* deals with news about programs, and stars. The circulation of the publication has been set at 20,000 and the first issue will come out Feb. 6. The weekly publication was started because no publication in the WTAQ-WHBY listening area gives space to program listings.

* * *

THE *Who Am I* mystery contest on 10 NBC-Pacific Red stations [BROADCASTING, Dec. 15] under sponsorship of California Conserving Co., San Francisco (CHB conduments) has been renewed effective Feb. 16 and four stations, WKY, WBAP, KPRC, WOAI have been added, taking the series into new territory. Several thousand answers are received to each program. The prizes, mostly merchandise, are delivered by messengers. Agency is Emil Brisacher & Staff, San Francisco.

CE-LECT BAKING Co., Brighton, Mass. (Ce-Lect Bread) has started a form of radio, "beano" contest during its 18 half-hour weekly programs over WNAC, Boston, with cash prizes totaling $100 each week. The word 'bread' is used, and by deleting the 'a' and adding 'o' to the end, the word 'bredo' is created to rhyme with 'beano', 'bingo', 'tango', 'screeno', etc.

The idea was conceived by the agency handling the account, Harry M. Frost Co. Inc., Boston, and Yankee Network sales officials.

Prizes are $25, $15, $10, and 50 awards of $1 each to winners guessing correctly all the names of unannounced songs played during the program.

* * *

"NOW, the Carnation Colors Are Red, White . . . and Black" says the outer fold of a broadside sent out to grocers by the Carnation Milk Sales Co., Milwaukee, announcing the appointment of Frank Black, NBC's general musical director, as musical director of the Carnation *Contented Hour*, broadcast each Monday, 10-10:30 p. m., on 57 NBC-Red stations. The center spread of the broadside, picturing the musicians and singers appearing on the broadcasts, may be used as a wall or window poster.

* * *

WHILE CBS was issuing a brochure *Command Appearance* telling of Kate Smith's *Band Wagon* broadcasts for A & P, the mailman was delivering 650,000 letters to her, described by CBS as a record response without premium or offer. Much of the mail came in answer to Kate's appeal for Red Cross flood funds but an even larger share was said to have been ordinary audience response to the broadcasts.

* * *

QUITE the most elaborate promotion piece seen in a long time is the spiral bound volume published by RCA Mfg. Co. to depict its merchandising of the Metropolitan Opera broadcasts heard Saturday afternoons on NBC and several foreign stations. Inserted in pockets on the 13 x 15 inch pages are folders and display material used in promoting the series.

* * *

THE APPETITE for new questions usually displayed by a "man-on-the-street" interviewer has been appeased in the case of Art Wallberg, sidewalk questioner of WPRO, Providence. The sponsor came to the rescue offering a $5 daily merchandise certificate for the best question received. Over 100 letters arrive daily with an average of 300 questions, the majority fit to be used.

* * *

SCHEDULED to leave the air the first of the year to make way for a commercial, KMBC's *Happy Hollow* broadcasts for the last four days of 1936 contained an invitation for listeners who wanted the program put back on the air to let the station know. The response totalled 51,004 pieces of mail, including letters from groups of listeners, representing a total of 76,628 listener-writers.

* * *

THE man-in-street broadcasts sponsored on WWJ, Detroit, by Lakeside Biscuit Co., with Ty Tyson wielding the microphone, are credited by the sponsor with increasing boosting sales to new high levels. Many repeat orders are noted by the sponsor.

FOR CHEVROLET—WBAL, Baltimore, placed these decorative window signs in show windows of all local Chevrolet dealers to promote the WBS *Musical Moments* disc series, now being resumed.

A HANDY gadget for time sellers and buyers is the desk blotter distributed to the trade by the Central States Broadcasting System, operators of KFAB-KFOR, Lincoln, and KOIL, Omaha. Blotter carries a calendar which not only shows days of week and month, but also the dates 13, 26, 39 and 52 weeks from any date, showing expiration dates at a glance and saving wear and tear on brains and pencils.

* * *

POSTCARDS sent ten days in advance to all alumni of the honored college is one of the means being used to ensure an audience for each Friday's broadcast of Pontiac's *Varsity Show*. The card describes the program and lists all 70 of the stations of the NBC-Red Network on which the program is broadcast.

* * *

KVI, Seattle, has published a colored relief map 32 x 20 inches depicting its coverage area in striking manner. The map is bordered by symbolic illustrations. Promoted is "The Greater KVI", with recent power increase. Title of the folder is *So—You Want to See a Map.*

* * *

GROCERS' Wholesale Cooperative Inc., Des Moines, sent out 100,000 coffee bag stickers promoting its transcription *The Freshest Thing in Town*, heard on KRNT and WMT. Blotters, mats and letters carrying Johnny's picture also were used.

* * *

IOWA NETWORK has issued a four-page promotion piece with a cartoon cover showing a successful sponsor chartering a big yacht for a South Sea Cruise while a curious competitor is being told that the embryo yachtsman has been using radio.

* * *

PAT FLAHERTY, sports commentator of WOAI, San Antonio, is organizing baseball leagues in Texas towns, 30 of which already are organizing. Flaherty is aiding them with a booklet titled *Baseball Comes Back.*

* * *

WPTF, Raleigh, N. C. has inserted a promotion brochure in a copy of the inch-thick *North Carolina: Today and Tomorrow*, published by the State of North Carolina. The publications have been distributed to the trade.

XUM

★ ★ ★ ★

Not only WLW,

BUT WLW ADVERTISERS

carried on *"through hell and high water"*

WLW advertisers cheerfully made their time available for the mass of flood bulletins and official dispatches originated by WLW. And we of the Nation's Station take especial pride in the fact that only one sponsored program out of a total of 238 was cancelled at the advertiser's request.

XUM

New RCA High Fidelity Transmitter 250-G

..A Performance Star

LONG LIFE

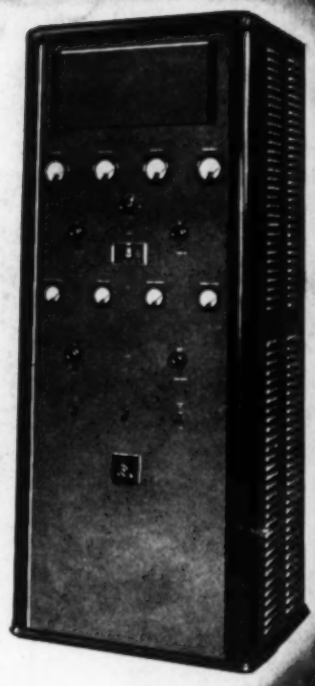
HIGH FIDELITY

MODERN DESIGN

NEW SAFETY FEATURES

LOW INITIAL COST

LOW OPERATING COST

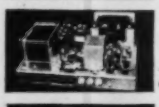


Write us for complete facts about this great new transmitter. They'll *prove* to you that it's a transmitter of rare quality and value!

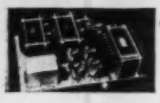
FOUR SEPARATE CHASSIS . . . FOR GREATER ACCESSIBILITY, LOWER MAINTENANCE COSTS

High Level R.F.

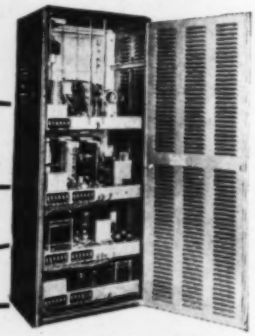
Low Level R.F. and Low Voltage Rectifier



Modulator



High Voltage Rectifier



Rear view of cabinet shows generous space for accessibility.

Each of these chassis may be removed with amazing ease and speed.

THE new RCA 250-G is a *complete* broadcast transmitter. It includes every new development in low power transmitter design—and provides many new performance features never before offered in equipments of this type.

Rated at 100 (as Type 100-G), 250 or 100 250 watts, this fine RCA product includes front panel space for the new Type 66-A Modulation Monitor. The transmitter's advanced construction prevents early obsolescence, assures true high fidelity. It provides generous safety factors and conservative tube operation, resulting in uninterrupted programs. Use of high level Class B modulating system gives the transmitter low power input—and economical operation.

Space doesn't permit us to give you all the facts—tell you all the features. That's why we suggest you drop us a card. We'll send you full details. Then, and only then, will you be able to truly appreciate the full value of this excellent new equipment.

RCA *Broadcast Equipment*

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